

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	MAR. 21-27, 1988			
DAY	TIME	#STNS	DUR	NET	TYPE	NO. OF T/C	AUG. AUD. %	SH %	AUG. AUD. 0,000		TOTAL WORKING PERS		LOH	W O M E N					M E N					T E E N S		CHILDREN								
											18- (2+)	18+ 49	18- 49	18- 49	25- 54	35- 64	55+ 64	18- 34	18- 49	25- 54	35- 64	55+ 64	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-								
EVENING CONT'D										B	15.9	28	1409	1705	308	232	76	818	247	433	398	347	339	447	175	264	221	173	164	205	135	236	156	
AMEN(R)-CONT'D SAT 9.30P 206 30 99 NBC CS 1 23										C	17.7	31	1566	1739	324	240	66	872	242	428	405	384	383	495	158	266	247	222	195	154	95	218	152	
BEVERLY HILL'S BUNTZ FRI 9.30P 199 30 96 NBC CS 1 1										A	10.3	18	913	1665	281	232	103	726	264	478	454	350	199	577	221	407	382	282	125	120	72	243	137	
										C	10.3	18	913	1665	281	232	103	726	264	478	454	350	199	577	221	407	382	282	125	120	72	243	137	
BILL COSBY SHOW THU 8.00P 209 30 99 NBC CS 1 27										A	28.0	45	2481	1777	323	265	91	804	286	495	452	355	264	428	170	277	247	199	129	211	110	334	224	
										B	28.0	45	2481	1777	323	265	91	804	286	495	452	355	264	428	170	277	247	199	129	211	110	334	224	
										C	28.2	45	2502	1816	341	277	89	852	300	497	443	359	301	506	188	306	278	225	164	175	94	284	181	
BOYS WILL BE BOYS(R) SAT 8.00P 117 30 82 FOX CS 1 11										A	3.1	6	275	1648	263	217^A	68^A	560	247	438	361	276	95^A	450	175^A	342	314	258	66^A	230^A	156^A	409	308	
										B	3.1	6	275	1648	263	217^A	68^A	560	247	438	361	276	95^A	450	175^A	342	314	258	66^A	230^A	156^A	409	308	
										C	2.9	5	255	1659	262	222	51^A	529	259	407	331	229	96^A	487	256	404	336	212	55^A	258	133	384	274	
IRONX ZOO SPECIAL(S) THU 10.00P 202 60 98 NBC GD										A	13.5	25	1196	1491	307	251	118	775	332	551	471	345	196	508	244	358	296	209	127	110	45^A	98	54	
10.00 - 10.30										A	13.6	25	1205	1497	307	251	120	771	333	558	480	348	186	509	246	366	306	206	121	112	43^A	105	56	

10.30 - 11.00	A	13.3	26	1178	1496	309	252	118	786	333	547	465	344	208	510	243	351	289	213	133	109	47^	92	53^
BUCK JAMES	A	10.5	20	930	1452	334	239	55^	835	195	391	423	427	356	494	125	235	239	266	227	54^	26^	69	32^
THU 10.00P 60 ABC	B	10.5	20	930	1452	334	239	55^	835	195	391	423	427	356	494	125	235	239	266	227	54^	26^	69	32^
202 97 GD	C	8.4	15	744	1496	293	213	61	819	190	413	438	432	325	531	131	264	275	289	226	66	34^	80	50
10.00 - 10.30	A	10.3	19	913	1475	342	240	60^	842	189	391	423	441	362	492	123	231	237	264	230	57^	31^	84	39^
10.30 - 11.00	A	10.7	21	948	1430	327	239	50^	828	201	391	422	414	350	497	127	239	241	267	224	51^	20^	55^	25^
CAGNEY & LACEY	A	10.7	19	948	1480	330	234	69	896	210	426	439	447	402	466	107	215	217	244	211	57^	27^	61^	37^
TUE 10.00P 60 CBS	B	10.7	19	948	1480	330	234	69	896	210	426	439	447	402	466	107	215	217	244	211	57^	27^	61^	37^
210 98 OP	C	12.7	22	1129	1501	316	236	68	866	217	441	451	442	357	503	138	251	240	243	217	65	35	68	41
10.00 - 10.30	A	10.6	18	939	1500	338	237	72	897	215	428	443	446	397	472	112	224	224	243	205	64^	27^	67^	39^
10.30 - 11.00	A	10.8	20	957	1461	322	230	67	895	204	424	435	448	407	460	102	207	210	245	216	50^	27^	56^	36^
CBS NCAA BSKBL CHMP TH 1(S)	A	10.5	18	930	1563	237	160	39^	553	118	267	281	290	241	794	266	471	463	365	251	125	48^	91	62^
THU 8.00P 131 CBS																								
210 99 SE																								
VILLANOVA VS KENTUCKY																								
RHODE ISLAND VS DUKE																								
8.00 - 8.30	A	8.0	14	709	1528	216	142	49^	631	128	266	272	305	322	734	201	394	375	326	294	83^	48^	79^	59^
8.30 - 9.00	A	9.5	16	842	1562	231	161	29^	581	108	271	277	304	269	793	252	459	450	351	267	111	47^	77	53^
9.00 - 9.30	A	10.6	18	939	1580	236	150	35^	530	106	247	270	285	235	810	279	480	472	371	250	128	48^	111	77
9.30 - 10.00	A	13.1	22	1161	1595	252	169	41^	516	125	275	295	282	194	829	297	511	506	391	236	150	48^	99	66
10.00 - 10.30	A	12.6	22	1116	1542	258	185	50^	529	147	299	303	269	189	786	282	504	510	384	201	142	46^	86	53^

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	MAR. 21-27, 1988			
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD.	SH	AVG. AUD.	TOTAL WORKING PERS	LOH	WOMEN					MEN					TEENS		CHILDREN										
#STNS	CVG%	TYPE	T/C		%	%	0,000	(2+)	18+	49	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-									
EVENING CONT'D																																	
CBS NCAA BSKBL CHMP TH 2(S)					A	9.8	21	868	1477	214	146	43A	471	126	253	249	237	185	845	324	554	512	387	224	100	34A	60A	34A					
THU 10.07P 145 CBS																																	
210 99 SE																																	
OKLA VS L'VILLE/TEMPLE VS RICH					A	11.4	20	1010	1476	228	162	37A	485	118	257	255	251	193	806	273	511	508	399	218	120	37A	66	37A					
10.00 - 10.30					A	11.3	21	1001	1498	227	159	44A	481	116	262	262	258	183	840	301	545	516	401	224	103	29A	74	43A					
10.30 - 11.00					A	10.1	20	895	1474	207	143	46A	456	124	255	245	229	171	847	321	561	508	392	218	107	36A	64A	30A					
11.00 - 11.30					A	9.0	22	797	1458	196	118	40A	465	131	235	226	219	200	859	353	557	486	363	243	84	36A	50A	29A					
11.30 - 12.00					A	7.9	23	700	1452	207	141	42A	456	142	246	247	221	176	871	379	597	539	374	213	84A	32A	42A	31A					
12.00 - 12.30					A	6.5	22	576	1440	239	168	72A	569	191	310	293	251	208	778	313	499	479	332	216	63A	24V	29V	12V					
12.30 - 1.00					A	9.7	18	859	1546	271	208	33A	606	140	313	333	316	234	782	269	457	432	349	273	71A	24A	87	57A					
CBS NCAA BSKBL CHMP FR 1(S)																																	
FRI 8.00P 128 CBS																																	
210 99 SE																																	
MICHIGAN VS UNC																																	
KANSAS VS VANDERBILT					A	8.3	16	735	1542	251	197	28A	642	118	300	325	346	281	730	229	391	358	315	300	77A	35A	94	56A					
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
CBS NCAA BSKBL CHMP FR 2(S)					A	9.0	16	797	1555	274	209	30A	606	125	301	328	321	246	803	269	451	421	354	294	72A	21A	73A	46A					
FRI 10.07P 145 CBS					A	9.8	18	868	1562	284	220	36A	622	158	317	344	303	242	790	272	453	430	352	281	58A	17V	92	63A					
211 99 SE					A	11.4	20	1010	1567	282	216	32A	593	152	334	342	316	202	808	291	507	492	375	246	76	24A	91	62A					
PURDUE VS KANSAS ST/ARIZ VS IOWA					A	10.0	18	886	1584	257	195	55A	578	154	342	342	310	182	804	292	517	490	377	235	84	26A	118	77					
10.00 - 10.30																																	
10.30 - 11.00					A	9.1	17	806	1611	245	187	48A	566	161	343	342	297	172	851	298	568	550	421	229	102	41A	92	60A					
11.00 - 11.30					A	8.9	17	789	1635	233	178	58A	552	153	335	327	288	171	892	325	596	587	433	232	105	49A	87	55A					
11.30 - 12.00					A	8.9	18	789	1611	234	185	61A	540	157	322	307	261	184	882	322	595	572	430	240	116	60A	74A	54A					
12.00 - 12.30					A	9.7	22	859	1636	255	192	68A	579	177	346	335	283	196	872	324	590	556	414	239	123	65A	61A	39A					
12.30 - 1.00					A	6.5	18	576	1529	290	213	74A	569	211	327	320	246	191	813	337	522	470	331	252	77A	31A	69A	42A					
					A	5.4	17	478	1346	254	188	72A	565	188	312	317	246	210	651	258	445	398	274	179	61A	24V	70A	49A					
CBS SUNDAY MOVIE					A	20.7	33	1834	1774	302	221	51	790	244	449	411	402	279	730	237	423	392	357	249	131	56	123	80					
SUN 9.00P 120 CBS					B	20.7	33	1834	1774	302	221	51	790	244	449	411	402	279	730	237	423	392	357	249	131	56	123	80					
209 98 FF 25					C	17.5	27	1548	1652	337	241	61	868	221	440	441	438	357	611	157	311	315	322	247	83	40	90	55					
TOO YOUNG THE HERO																																	
9.00 - 9.30					A	19.5	30	1728	1754	297	207	47	795	226	422	397	411	306	699	201	380	361	353	263	122	52	137	81					
9.30 - 10.00					A	20.3	32	1799	1776	309	224	45	798	248	450	411	405	285	717	230	405	377	352	254	132	59	128	84					
10.00 - 10.30					A	21.7	36	1923	1774	301	224	52	785	249	455	410	397	270	735	249	442	406	355	237	134	58	120	78					
CONT'D																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																													
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING					W O M E N					M E N					T E E N S		C H I L D R E N												
									TOTAL PERS	18- 49	18- 49	18- 49	18- 49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 2-6									
EVENING CONT'D																																						
CBS SUNDAY MOVIE-CONT'D 10.30 - 11.00																																						
CHEERS	THU	9.00P	30	NBC	1	A	21.4	37	1896	1784	300	227	59	778	249	464	424	394	257	762	263	459	418	367	242	135	56	108	76									
		207	99	CS	26	B	25.1	40	2224	1679	315	268	113	771	342	545	480	323	186	488	224	353	305	216	113	205	96	214	136									
						C	23.9	38	2118	1679	315	268	113	771	342	545	480	323	186	488	224	353	305	216	113	205	96	214	136									
COMING OF AGE	TUE	9.00P	30	CBS	1	A	7.6	12	673	1550	258	191	92 ^A	766	209	368	346	349	358	486	139	253	253	230	203	105	35 ^A	194	119									
		208	98	CS	2	B	7.6	12	673	1550	258	191	92 ^A	766	209	368	346	349	358	486	139	253	253	230	203	105	35 ^A	194	119									
						C	9.3	14	824	1577	285	221	89	781	229	396	384	352	337	529	179	304	302	245	187	90	42 ^A	177	101									
CRIME STORY	TUE	10.00P	60	NBC	1	A	11.9	21	1054	1630	274	207	59 ^A	771	145	383	405	448	314	698	202	395	361	370	249	98	46 ^A	63	40 ^A									
		193	95	OP	19	B	11.9	21	1054	1630	274	207	59 ^A	771	145	383	405	448	314	698	202	395	361	370	249	98	46 ^A	63	40 ^A									
		10.00 - 10.30				C	12.0	21	1064	1606	280	208	58	751	180	383	386	403	307	675	197	388	371	368	233	100	46 ^A	80	46 ^A									
		10.30 - 11.00				A	12.2	21	1081	1637	286	216	63	785	147	392	415	456	318	675	186	373	340	362	249	106	48 ^A	71	42 ^A									
DAY BY DAY	SUN	8.30P	30	NBC	1	A	11.5	21	1019	1637	263	200	56 ^A	762	145	377	398	443	312	728	221	422	386	382	250	91	43 ^A	55 ^A	39 ^A									
		205	99	CS	4	B	13.8	21	1223	1825	369	315	85	755	336	539	461	322	170	487	229	341	305	201	104	227	130	357	244									
						C	13.8	21	1223	1825	369	315	85	755	336	539	461	322	170	487	229	341	305	201	104	227	130	357	244									
							15.2	23	1349	1830	352	299	92	791	343	547	469	331	203	506	225	372	319	225	106	225	134	309	212									
DAYS & NIGHTS-MOLLY DOOD																																						
	THU	9.30P	30	NBC	1	A	17.2	29	1524	1533	318	267	124	780	325	533	489	350	207	457	203	329	281	210	108	135	70	162	97									
		204	99	CS	1	B	17.2	29	1524	1533	318	267	124	780	325	533	489	350	207	457	203	329	281	210	108	135	70	162	97									
						C	17.2	29	1524	1533	318	267	124	780	325	533	489	350	207	457	203	329	281	210	108	135	70	162	97									
DESIGNING WOMEN	MON	8.30P	30	CBS	1	A	14.5	22	1285	1528	365	274	89	860	276	466	444	366	335	473	140	254	277	229	173	60	29 ^A	135	77									
		210	99	CS	5	B	14.5	22	1285	1528	365	274	89	860	276	466	444	366	335	473	140	254	277	229	173	60	29 ^A	135	77									
						C	14.2	21	1256	1600	348	272	90	850	284	474	455	369	324	495	163	280	278	238	175	101	58	154	87									
DISNEY SUNDAY MOVIE(R)	SUN	7.00P	60	ABC	1	A	7.7	13	682	1986	273	233	75 ^A	613	247	432	391	299	140	563	205	396	375	297	106	226	120	584	398									
		216	99	FF	23	B	7.7	13	682	1986	273	233	75 ^A	613	247	432	391	299	140	563	205	396	375	297	106	226	120	584	398									
						C	10.9	17	970	2044	280	238	104	718	292	496	445	327	185	599	250	444	412	296	116	209	103	519	329									
LITTLE SPIES, PT. 2		7.00 - 7.30				A	7.1	13	629	1973	289	245	74 ^A	641	254	446	412	318	149	566	203	395	369	305	109	199	117	568	385									
		7.30 - 8.00				A	8.3	14	735	1997	260	223	76 ^A	589	241	421	372	284	132	560	207	396	380	290	103	250	123	598	409									
DISNEY'S TOTALLY MINNIE(S)	FRI	8.00P	60	NBC		A	11.4	20	1010	1799	222	185	95	619	254	386	340	238	207	426	166	289	266	199	113	165	93	590	375									
		202	97	CE																																		
		8.00 - 8.30				A	11.3	21	1001	1805	223	185	91	632	244	383	337	251	224	434	168	289	265	204	121	166	94	573	374									
		8.30 - 9.00				A	11.5	20	1019	1793	222	186	99	605	264	388	343	225	191	418	165	289	267	195	106	164	92	606	377									
DOLLY(R)	SAT	8.00P	60	ABC	1	A	8.8	16	780	1731	280	182	45 ^A	800	189	341	368	382	376	581	144	301	301	301	248	76 ^A	35 ^A	275	189									
		210	97	GV	8	B	8.8	16	780	1731	280	182	45 ^A	800	189	341	368	382	376	581	144	301	301	301	248	76 ^A	35 ^A	275	189									
		8.00 - 8.30				C	10.7	18	948	1756	281	193	62	855	171	373	405	422	401	626	144	318	330	338	259	69	33	205	132									
		CONT'D				A	9.0	16	797	1707	273	179	41 ^A	803	185	331	359	380	387	569	153	287	285	278	251	83	37 ^A	251	172									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN								
									PERS (2+)		18+	49	LOH 18-49 W/CH <3	18-	18-	25-	35-	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-	FEM. 12-	TOT. 2-	TOT. 6-
EVENING CONT'D										A	8.7	16	771	1737	283	183	48A	787	191	347	374	380	361	586	133	311	313	322	243	68A	33A	296	204
DOLLY(R)-CONT'D 8.30 - 9.00										A	3.4	5	301	1588	283	255	123A	647	387	510	382	181A	115A	672	344	520	382	294	130A	78A	41V	191A	144A
DUET(R) SUN 9.30P 120 30 85 FOX CS 1 23										B	3.4	5	301	1588	283	255	123A	647	387	510	382	181A	115A	672	344	520	382	294	130A	78A	41V	191A	144A
										C	3.0	4	265	1631	320	289	87A	667	370	530	415	243	116	598	331	492	385	233	82A	193	112	174	114
EISENHOWER & LUTZ MON 9.30P 209 30 99 CBS CS 1 2										A	12.3	19	1090	1514	338	269	86	794	299	495	455	327	263	527	194	320	321	247	167	65	31A	128	80
										B	12.3	19	1090	1514	338	269	86	794	299	495	455	327	263	527	194	320	321	247	167	65	31A	128	80
										C	13.3	21	1174	1530	328	255	85	797	293	483	461	331	273	529	185	328	331	261	164	89	44	116	74
EQUALIZER WED 10.00P 204 60 96 CBS PD 1 20										A	13.2	24	1170	1524	257	178	48A	756	158	367	357	404	345	600	179	325	312	300	226	94	30A	73	49A
										B	13.2	24	1170	1524	257	178	48A	756	158	367	357	404	345	600	179	325	312	300	226	94	30A	73	49A
										C	12.6	22	1120	1579	272	191	65	748	198	396	384	386	302	663	191	370	358	347	242	88	38	80	42
10.00 - 10.30										A	13.4	24	1187	1529	270	190	41A	773	168	381	367	410	348	590	182	318	301	290	225	94	27A	72	49A
10.30 - 11.00										A	12.9	25	1143	1531	246	167	56	745	149	355	349	402	345	616	177	334	326	313	228	95	33A	75	49A
FACTS OF LIFE(R) SAT 8.00P 197 30 92 NBC CS 1 24										A	13.1	24	1161	1683	292	242	87	800	254	431	378	307	335	436	158	261	248	198	149	194	123	253	155
										B	13.1	24	1161	1683	292	242	87	800	254	431	378	307	335	436	158	261	248	198	149	194	123	253	155
										C	14.7	26	1304	1736	308	244	78	833	265	441	383	324	349	456	162	265	240	197	159	175	113	271	179
FAMILY MAN FRI 9.30P 202 30 95 ABC CS 1 2										A	11.8	21	1045	1731	303	247	88	838	293	491	448	348	301	410	160	266	245	182	114	197	131	286	192
										B	11.8	21	1045	1731	303	247	88	838	293	491	448	348	301	410	160	266	245	182	114	197	131	286	192
										C	10.6	18	944	1699	291	231	81	795	273	462	429	344	283	403	165	261	250	174	111	194	137	307	210
FAMILY TIES(R) SUN 8.00P 208 30 99 NBC CS 1 28										A	15.5	24	1373	1810	383	336	81	780	373	562	459	299	174	518	249	380	338	216	98	186	99	327	222
										B	15.5	24	1373	1810	383	336	81	780	373	562	459	299	174	518	249	380	338	216	98	186	99	327	222
										C	18.7	28	1661	1902	378	326	101	796	369	566	478	319	186	585	284	436	373	247	107	215	120	306	206
FRANK'S PLACE TUE 9.30P 207 30 98 CBS CS 1 2										A	6.9	11	611	1473	276	201	80A	817	209	367	348	361	416	464	119	206	229	217	219	73A	13V	119	65A
										B	6.9	11	611	1473	276	201	80A	817	209	367	348	361	416	464	119	206	229	217	219	73A	13V	119	65A
										C	8.4	13	744	1538	284	218	76	804	223	405	406	366	351	524	186	290	297	216	190	87	42A	122	68
ALL HOUSE(R) FRI 8.30P 193 30 92 ABC CS 1 4										A	13.1	23	1161	1694	285	239	81	816	252	451	419	354	315	435	171	289	262	203	125	175	113	268	179
										B	13.1	23	1161	1694	285	239	81	816	252	451	419	354	315	435	171	289	262	203	125	175	113	268	179
										C	12.9	22	1145	1749	306	251	101	783	283	471	438	331	260	421	167	266	258	190	121	183	115	363	236
GARRY SHANDLING SHOW SUN 9.00P 124 30 87 FOX CS 1 4										A	5.2	8	461	1712	283	270	105A	668	407	534	384	173	119A	670	395	556	424	243	88A	128A	60A	247	181
										B	5.2	8	461	1712	283	270	105A	668	407	534	384	173	119A	670	395	556	424	243	88A	128A	60A	247	181
										C	4.8	7	421	1710	282	250	97	648	368	509	388	214	113	607	342	500	381	228	81	193	98	262	184
GOLDEN GIRLS(R) SAT 9.00P 211 30 99 NBC CS 1 27										A	19.3	33	1710	1725	303	226	69	826	241	422	389	351	361	493	188	292	250	202	183	183	121	223	145
										B	19.3	33	1710	1725	303	226	69	826	241	422	389	351	361	493	188	292	250	202	183	183	121	223	145
										C	22.1	38	1962	1729	317	231	67	893	240	415	392	378	420	487	145	250	237	217	203	135	85	215	149
GROWING PAINS(R) WED 8.00P 219 30 99 ABC CS 1 3										A	19.0	31	1683	1773	314	267	105	741	338	508	444	282	187	487	245	372	312	194	87	232	131	313	202
										B	19.0	31	1683	1773	314	267	105	741	338	508	444	282	187	487	245	372	312	194	87	232	131	313	202
										C	19.4	31	1719	1766	316	270	102	742	331	502	432	289	199	484	228	358	301	206	98	242	128	299	189

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	MAR. 21-27, 1988																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
									PERS (2+)		18+	49	18-49 W/CH <3	18-	18-49	25-	35-	18-	18-49	25-	35-	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															MAR.21-27, 1988			
DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD.	TOTAL PERS	WORKING WOMEN		LOH 18-49	W O M E N					M E N					T E E N S		CHILDREN								
	#STNS	CVG%	TYPE	T/C	%	%	0,000	(2+)	18+	49	<3	18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	TOT.	FEM.	TOT.	TOT.								
EVENING CONT'D																																
JAKE AND THE FATMAN-CONT'D																																
	200	94	OP	2	C	12.8	21	1134	1610	273	194	66	790	185	373	368	395	371	563	131	262	262	285	257	97	34						
	9.00 - 9.30				A	11.4	19	1010	1620	257	169	50	833	161	343	354	421	440	566	109	252	264	298	269	106	37						
	9.30 - 10.00				A	12.8	21	1134	1582	272	180	43	857	171	375	385	439	431	537	130	251	259	274	242	93	27						
KATE & ALLIE																																
MON	8.00P	30	CBS	1	A	14.6	23	1294	1532	331	251	68	872	266	440	412	367	369	452	127	208	219	207	198	65	39						
	211	99	CS	14	B	14.6	23	1294	1532	331	251	68	872	266	440	412	367	369	452	127	208	219	207	198	65	39						
					C	14.6	22	1292	1563	341	255	76	868	259	437	408	377	376	472	139	231	229	215	207	90	58						
MACGYVER(R)																																
MON	8.00P	60	ABC	1	A	11.7	18	1037	1596	230	176	56	683	186	342	351	314	286	596	168	311	309	284	234	143	62						
	204	94	A	20	B	11.7	18	1037	1596	230	176	56	683	186	342	351	314	286	596	168	311	309	284	234	143	62						
	8.00 - 8.30				C	12.9	20	1146	1695	257	198	65	721	192	376	358	357	296	660	205	367	351	321	235	137	61						
	8.30 - 9.00				A	11.3	18	1001	1564	226	174	55	670	188	336	348	304	279	602	167	313	316	290	236	131	55						
					A	12.2	19	1081	1611	232	177	57	689	182	344	351	320	289	585	168	306	300	276	231	153	68						
MARRIED...WITH CHILDREN(R)																																
SUN	8.30P	30	FOX	1	A	6.1	9	540	1762	288	270	111	632	385	528	368	189	92	678	422	593	458	244	64	162	80						
	124	87	CS	23	B	6.1	9	540	1762	288	270	111	632	385	528	368	189	92	678	422	593	458	244	64	162	80						
					C	4.5	7	401	1923	323	290	106	675	375	535	422	248	109	696	421	592	454	245	75	162	80						
MATLOCK																																
					A	19.2	30	1701	1760	254	174	59	900	124	332	363	448	498	648	121	263	261	314	340	97	47						
TUE																																
	8.00P	60	NBC	1	B	19.2	30	1701	1760	254	174	59	900	124	332	363	448	498	648	121	263	261	314	340	97	47						
	202	99	GD	23	C	17.8	27	1578	1644	254	167	50	886	130	317	353	443	497	600	101	231	243	302	324	67	33						
	8.00 - 8.30				A	18.4	29	1630	1750	247	169	55	906	128	324	355	438	511	645	121	262	262	309	340	89	46						
	8.30 - 9.00				A	20.0	31	1772	1770	260	179	62	895	121	340	371	458	485	651	121	265	260	318	340	104	48						
MIAMI VICE(R)																																
FRI	10.00P	60	NBC	1	A	12.7	24	1125	1623	275	243	83	697	305	512	423	309	158	549	231	392	342	256	113	180	98						
	206	98	OP	1	B	12.7	24	1125	1623	275	243	83	697	305	512	423	309	158	549	231	392	342	256	113	180	98						
	10.00 - 10.30				C	12.7	24	1125	1623	275	243	83	697	305	512	423	309	158	549	231	392	342	256	113	180	98						
	10.30 - 11.00				A	12.2	23	1081	1659	273	238	88	710	301	516	428	317	169	558	230	392	342	256	123	187	112						
					A	13.2	25	1170	1590	277	247	79	686	308	509	418	302	148	540	231	391	343	256	104	174	85						
MR. BELVEDERE(R)																																
FRI	9.00P	30	ABC	1	A	13.1	23	1161	1698	273	220	89	804	256	437	408	330	325	406	154	257	240	188	119	197	133						
	202	96	CS	4	B	13.1	23	1161	1698	273	220	89	804	256	437	408	330	325	406	154	257	240	188	119	197	133						
					C	12.0	20	1063	1726	277	227	92	748	260	445	405	331	262	419	156	259	250	196	126	198	125						
MR. PRESIDENT(R)																																
SAT	9.30P	30	FOX	1	A	1.8	3	159	1718	335	277	80	591	274	463	438	267	70	511	226	380	346	258	88	212	120						
	110	79	CS	11	B	1.8	3	159	1718	335	277	80	591	274	463	438	267	70	511	226	380	346	258	88	212	120						
					C	1.9	3	164	1752	263	210	67	587	269	406	352	244	155	581	287	443	382	246	100	222	113						
MOONLIGHTING																																
TUE	9.00P	60	ABC	1	A	18.4	29	1630	1692	382	335	115	799	445	662	551	295	100	475	276	414	337	173	46	219	123						
	220	99	PD	19	B	18.4	29	1630	1692	382	335	115	799	445	662	551	295	100	475	276	414	337	173	46	219	123						
	9.00 - 9.30				C	18.9	29	1675	1692	379	337	131	786	423	614	515	288	137	497	281	407	341	185	65	202	115						
	9.30 - 10.00				A	17.9	28	1586	1709	366	319	109	783	439	642	529	282	103	482	281	417	335	175	49	221	129						
					A	19.0	30	1683	1668	394	349	119	809	449	678	570	305	97	466	271	410	336	171	43	216	116						
MURDER, SHE WROTE																																
CONT'D					A	22.3	35	1976	1623	312	200	36	892	117	327	373	481	490	625	88	239	263	341	329	39	21						

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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
DAY	TIME	DUR #STNS	NET CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
									PERS (2+)			WOMEN 18+	18-49 49	18-49 49	25-34 54	35-44 64	45-54 55+	TOTAL 18-49 34	18-49 49	25-34 54	35-44 64	45-54 55+	TOTAL 18-49 34	18-49 49	25-34 54	35-44 64	45-54 55+	TOT. 12-17 17	TOT. 18-24 17	TOT. 2-6 11	TOT. 7-11 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	MAR. 21-27, 1988			
DAY	TIME	DUR	NET	OF T/C	NO.	AVG. AUD. %	SH %	AVG. AUD. 0.000	TOTAL WORKING PERS				WOMEN					MEN					TEENS		CHILDREN									
									(2+)		18+	49	18-49 W/CH <3	TOTAL	18-34	18-49	25-54	35-55+	TOTAL	18-34	18-49	25-54	35-55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11							
EVENING CONT'D										A	9.9	19	877	1627	309	227	60A	761	208	408	390	395	304	595	172	355	330	320	189	98	37A	175	111	
SPENSER: FOR HIRE-CONT'D 10.30 - 11.00										A	12.0	22	1063	1754	324	252	105	814	235	465	504	439	263	643	187	379	396	357	206	124	76	173	106	
SPORTSBREAK-SAT SAT 9.58P 212 1 CBS SN 27										B	12.0	22	1063	1754	324	252	105	814	235	465	504	439	263	643	187	379	396	357	206	124	76	173	106	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	8.6	15	762	1689	300	228	69	794	221	414	411	378	319	653	200	371	377	326	226	104	45	138	83	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	20.3	32	1799	1753	312	226	46	802	248	451	415	408	287	701	227	396	370	341	244	128	61	122	77	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	20.3	32	1799	1753	312	226	46	802	248	451	415	408	287	701	227	396	370	341	244	128	61	122	77	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	17.4	27	1542	1662	341	248	61	875	226	452	447	442	354	609	158	313	313	321	245	86	42	92	58	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	8.9	14	789	1902	291	259	74A	612	241	448	413	319	107	787	347	615	566	401	105	179	46A	324	223	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	8.9	14	789	1902	291	259	74A	612	241	448	413	319	107	787	347	615	566	401	105	179	46A	324	223	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	12.4	19	1103	1843	287	243	77	633	249	443	407	313	142	789	321	567	534	401	159	154	55	267	173	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	8.3	13	735	1953	288	259	63A	603	223	440	416	331	106	794	345	622	586	409	107	182	58A	374	253	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	9.5	14	842	1857	292	258	83	619	257	454	411	309	108	782	349	609	549	394	104	176	37A	280	198	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										C	13.7	24	1212	1562	365	325	154	821	461	653	550	290	133	494	268	398	358	195	66	122	72	125	71	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										A	15.1	27	1338	1493	363	322	152	816	482	678	578	284	108	449	255	390	354	175	44A	100	63	128	69	
SPORTSBREAK-SUN SUN 9.58P 212 2 CBS SN 27										B	15.1	27	1338	1493	363	322	152	816	482	678														

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR 21 27, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TOTAL			
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN	LOH 18-49 W/CH	W O M E N					M E N					TOTAL				TOTAL							
#STNS	CVG%	TYPE	T/C						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	18-34	18-49	18-54	18-64	18-74				
EVENING CONT'D																																	
21 JUMP STREET(R)-CONT'D																																	
	7.00 - 7.30				A	6.3	11	558	1673	336	276	89^	652	310	480	423	290	126	599	357	495	348	218	88^	146	101^	276	199					
	7.30 - 8.00				A	6.9	12	611	1745	354	289	89^	669	320	498	429	302	128	619	372	520	358	227	82^	149	99^	307	226					
23RD COUNTRY MUSIC AWARDS(S)																																	
MON	9.00P	120	NBC		A	15.9	25	1409	1716	304	236	63	861	201	432	467	435	337	612	173	348	346	320	208	138	80	105	71					
	204	99	AC																														
	9.00 - 9.30				A	16.3	25	1444	1736	292	221	70	832	207	406	439	411	329	603	178	342	335	301	206	151	83	150	100					
	9.30 - 10.00				A	16.8	26	1488	1743	311	242	67	883	210	442	471	436	350	624	175	353	351	325	214	133	75	103	72					
	10.00 - 10.30				A	15.8	26	1400	1703	315	250	63	870	204	450	484	445	332	613	169	349	355	330	205	136	80	84	55					
	10.30 - 11.00				A	14.9	26	1320	1655	292	226	47^	849	179	426	469	443	332	598	168	342	338	320	202	131	84	77	53					
227(R)																																	
SAT	8.30P	30	NBC	1	A	14.7	26	1302	1693	277	227	81	784	238	413	362	300	341	474	189	290	249	191	159	188	129	249	158					
	199	94	CS	24	B	14.7	26	1302	1693	277	227	81	784	238	413	362	300	341	474	189	290	249	191	159	188	129	249	158					
VALERIE'S FAMILY																																	
MON	8.30P	30	NBC	1	A	18.6	28	1648	1841	285	256	87	717	298	499	434	311	172	500	241	383	311	207	84	263	133	360	248					
	202	98	CS	20	B	18.6	28	1648	1841	285	256	87	717	298	499	434	311	172	500	241	383	311	207	84	263	133	360	248					
					C	17.1	25	1519	1873	324	278	97	757	322	524	448	313	191	460	211	344	295	201	93	252	126	405	271					
WEREWOLF(R)																																	
SUN	8.00P	30	FOX	1	A	3.9	6	346	1654	227	189	79^	538	259	393	349	222	107^	611	426	524	404	271	100	150	107	40	261					
	122	86	SM	23	B	3.9	6	346	1654	227	189	79^	538	259	393	349	222	107^	611	426	524	404	271	100	150	107	40	261					
					C	4.1	6	363	1940	317	279	90	676	349	539	434	282	99	651	366	548	441	297	70	250	116	300	237					
WHO'S THE BOSS?																																	
TUE	8.00P	30	ABC	1	A	21.8	34	1931	1767	326	277	99	737	347	513	439	279	184	466	224	349	280	192	100	211	109	153	204					
	221	99	CS	24	B	21.8	34	1931	1767	326	277	99	737	347	513	439	279	184	466	224	349	280	192	100	211	109	153	204					
					C	21.4	33	1896	1771	344	291	100	765	339	518	439	299	206	477	221	340	294	204	104	219	119	111	210					
WISEGUY																																	
MON	10.00P	60	CBS	1	A	10.5	18	930	1476	286	235	74	748	268	443	403	327	274	610	206	375	373	300	206	34^	15^	84	52^					
	209	99	OP	10	B	10.5	18	930	1476	286	235	74	748	268	443	403	327	274	610	206	375	373	300	206	34^	15^	84	52^					
	10.00 - 10.30				C	11.2	19	995	1525	308	248	76	781	252	457	429	360	281	599	203	375	366	301	185	78	27^	67	41					
	10.30 - 11.00				A	10.6	17	939	1499	291	237	79	761	284	452	409	325	276	592	206	364	365	284	198	42^	21^	104	67^					
					A	10.3	18	913	1467	284	235	70	743	253	438	400	332	274	635	207	390	385	319	217	26^	8^	63^	36^					
WOMEN IN PRISON(R)																																	
SAT	8.30P	30	FOX	1	A	2.5	4	222	1805	244^	229^	77^	574	307	476	401	239^	68^	542	189^	373	349	323	133^	241^	148^	448	358					
	114	80	CS	22	B	2.5	4	222	1805	244^	229^	77^	574	307	476	401	239^	68^	542	189^	373	349	323	133^	241^	148^	448	358					
					C	2.5	4	221	1694	262	212	64^	549	239	383	334	258	127	536	249	396	339	230	109^	235	137	374	272					
WONDER YEARS																																	
TUE	8.30P	30	ABC	1	A	19.5	30	1728	1737	329	279	115	705	353	532	448	280	135	466	248	377	307	185	67	230	114	336	221					
	221	99	CS	2	B	19.5	30	1728	1737	329	279	115	705	353	532	448	280	135	466	248	377	307	185	67	230	114	336	221					
					C	20.5	31	1812	1761	341	289	116	712	343	534	459	297	137	480	238	374	319	205	77	237	123	332	228					
WORLD FIGURE SKATING CHPS(S)																																	
SAT	8.00P	120	CBS		A	12.9	23	1143	1744	334	245	80	859	200	432	457	436	359	650	178	337	335	318	264	104	58	131	88					
	210	99	SE																														
	8.00 - 8.30				A	11.1	20	983	1680	297	211	60^	848	165	379	389	417	412	651	156	288	287	296	313	78	42^	102	67					
	CONT'D																																

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO.	K E Y	AVG.	SH	AVG.	TOTAL PERS	WORKING	LOH	W O M E N					M E N					T E E N S		C H I L D R E N									
#STNS	CVG%	TYPE	T/C	OF		AUD.	%	AUD.		0,000	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.									
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	11+				
EVENING CONT'D																																	
WORLD FIGURE SKATING CHP-CONT'D																																	
8.30 - 9.00										A	12.4	22	1099	1724	325	231	68	861	180	408	442	431	385	635	166	305	299	294	289	103	52^	124	87
9.00 - 9.30										A	13.9	24	1232	1744	352	265	87	851	211	451	475	438	334	651	185	357	357	326	246	107	60	134	92
9.30 - 10.00										A	14.3	25	1267	1799	350	263	96	865	231	472	500	449	318	655	196	381	382	346	219	121	73	157	102

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			MAR. 21-27, 1988		
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN	WOMEN						MEN						TEENS			CHILDREN									
#STNS	CVG%	TYPE	T/C						18-49	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	12-17	12-17	TOT. 12-17	TOT. 2-6	MALE FEM.	TOT. 2-6	MALE FEM.								
EARLY EVENING NEWS																																		
ABC WORLD NEWS TONIGHT	6.30P	30	ABC	5	A	10.4	20	921	228	161	775	148	306	340	371	405	570	128	261	270	276	270	29A	25A	21A	24A	23A	15A						
MON-FRI	216	99	N	128	B	10.4	20	921	228	161	775	148	306	340	371	405	570	128	261	270	276	270	29A	25A	21A	24A	23A	15A						
					C	11.0	20	974	232	164	771	148	311	326	377	405	573	129	255	276	272	266	27	28	25A	38	21A	21A						
ABC WRLD NEWS TONIGHT-SAT	6.30P	30	ABC	1	A	6.3	14	558	182	112A	664	51A	179	204	300	440	739	170	293	298	348	350	41A	36A	30A	24V	24V	6V						
SAT	182	93	N	16	B	6.3	14	558	182	112A	664	51A	179	204	300	440	739	170	293	298	348	350	41A	36A	30A	24V	24V	6V						
					C	7.6	15	675	215	138	734	115	249	273	342	426	637	151	280	301	301	288	30A	27A	28A	34A	27A	23A						
ABC WRLD NEWS TONIGHT-SUN	6.30P	30	ABC	1	A	5.4	11	478	249	163	725	125A	260	278	355	397	678	154	330	329	361	293	24V	44A	28V	25V	37A	13V						
SUN	169	86	N	24	B	5.4	11	478	249	163	725	125A	260	278	355	397	678	154	330	329	361	293	24V	44A	28V	25V	37A	13V						
					C	6.9	13	611	228	164	753	149	290	298	340	411	630	148	289	298	309	287	38A	32A	36A	34A	26A	31A						
CBS EVENING NEWS-RATHER	6.30P	30	CBS	5	A	10.5	21	929	212	128	788	117	264	283	346	468	599	89	200	220	278	352	23A	17A	14A	30A	20A	20A						
MON-FRI	207	98	N	134	B	10.5	21	929	212	128	788	117	264	283	346	468	599	89	200	220	278	352	23A	17A	14A	30A	20A	20A						
					C	11.8	21	1041	220	136	760	127	270	292	334	433	591	102	226	233	282	327	28	21A	24A	35	22A	22A						
CBS EVENING NEWS-SUNDAY	6.00P	30	CBS	1	A	7.8	17	691	186	104	619	91A	181	223	271	385	705	177	342	364	327	294	23V	25A	32A	10V	13V	<<						
SUN	177	90	N	14	B	7.8	17	691	186	104	619	91A	181	223	271	385	705	177	342	364	327	294	23V	25A	32A	10V	13V	<<						
					C	7.5	14	662	212	136	720	102	230	260	319	435	655	135	277	283	305	338	21A	20A	21A	18A	17A	14A						
CBS SAT. NEWS-SCHIEFFER					A	6.4	15	567	202	140	693	105A	232	259	286	421	652	148	291	254	262	333	12V	21V	20V	27V	26V	22V						
SAT																																		
	6.30P	30	ABC	1	B	6.4	15	567	202	140	693	105A	232	259	286	421	652	148	291	254	262	333	12V	21V	20V	27V	26V	22V						
	163	91	N	22	C	6.9	14	610	192	118	726	106	218	239	287	456	639	130	253	256	290	344	25A	21A	26A	33A	21A	16A						
NBC NIGHTLY NEWS	6.30P	30	NBC	5	A	9.4	19	836	212	143	812	135	274	286	328	486	571	118	235	257	267	277	29A	28A	22A	36A	15A	22A						
MON-FRI	204	99	N	129	B	9.4	19	836	212	143	812	135	274	286	328	486	571	118	235	257	267	277	29A	28A	22A	36A	15A	22A						
					C	10.5	19	935	210	144	791	129	278	308	344	448	591	136	254	264	264	288	28	31	28	33	19A	21A						
NBC NIGHTLY NEWS-SAT	6.30P	30	NBC	1	A	7.0	16	620	187	117	761	116	263	277	329	449	629	135	285	286	292	308	44A	1V	44A	40A	25V	43A						
SAT	175	91	N	22	B	7.0	16	620	187	117	761	116	263	277	329	449	629	135	285	286	292	308	44A	1V	44A	40A	25V	43A						
					C	8.4	17	746	179	114	776	111	222	249	294	495	615	128	239	245	257	334	24A	23A	27A	33A	18A	22A						
NBC NIGHTLY NEWS-SUN	6.30P	30	NBC	1	A	6.6	14	585	177	98A	738	73A	191	222	305	490	715	108A	240	293	358	396	14V	6V	13V	20V	14V	9V						
SUN	179	90	N	14	B	6.6	14	585	177	98A	738	73A	191	222	305	490	715	108A	240	293	358	396	14V	6V	13V	20V	14V	9V						
					C	6.8	13	605	226	147	799	117	258	285	334	479	663	133	268	280	292	343	29A	26A	25A	29A	26A	19A						

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEEN	
DAY	TIME	DUR	NET	NO. OF	K E Y	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N					M E N					MALE	FEM.									
	#STNS	CVG%	TYPE	T/C					(2+)	18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17						
LATE FRINGE																																		
ABC NEWS:NIGHTLINE																																		
MTUF	11.30P	30	ABC	5	A	5.7	17	506	1345	282	210	214	63A	729	211	401	390	435	393	52A	535	176	312	294	339	317	17A	27A						
	212	98	N	98	B	5.7	17	506	1345	282	210	214	63A	729	211	401	390	435	393	52A	535	176	312	294	339	317	17A	27A						
WED	11.30P	35			C	5.4	16	477	1399	252	182	190	65	712	182	358	340	399	362	52A	535	176	312	294	339	317	17A	27A						
THU	11.30P	31																		64	582	181	324	301	362	334	24A	22A						
	11.30 - 12.00				A	5.8	17	512	1348	282	210	214	63A	731	212	400	389	435	394	52A	537	175	312	293	339	317	17A	27A						
	12.00 - 12.30				A	3.9	14	346	1252	283	247	225	71A	671	207	421	421	442	379	64A	494	199	339	311	331	311	25V	29V						
ABC WEEKEND REPORT-SAT.																																		
SAT	11.30P	15	ABC	1	A	1.9	6	168	1561	296A	202A	185A	111A	652	151A	322A	322A	381	313A	144A	637	306A	449	346A	369A	354A	73V	68V						
	142	75	N	26	B	1.9	6	168	1561	296A	202A	185A	111A	652	151A	322A	322A	381	313A	144A	637	306A	449	346A	369A	354A	73V	68V						
					C	2.1	6	182	1441	309	236	233	81A	724	198	395	373	432	390	75A	552	195	329	306	372	337	23V	41A						
ABC WEEKEND REPORT-SUN.																																		
SUN	12.00M	15	ABC	1	A	1.7	9	151	1293	267A	223A	243A	42V	572	191A	389A	386A	491	467	154A	611	369A	498	454	454	369A	25V	18V						
	145	81	N	26	B	1.7	9	151	1293	267A	223A	243A	42V	572	191A	389A	386A	491	467	154A	611	369A	498	454	454	369A	25V	18V						
					C	2.1	9	186	1379	260	209	212	64A	644	177	355	343	409	371	70A	598	209	387	367	436	409	40A	27V						
CBS LATE NIGHT I																																		
MON	11.30P	65	CBS	4	A	3.0	14	268	1301	277	221	209	50A	671	162	357	338	370	349	92A	520	194	324	302	366	320	46A	14V						
	171	83	FF	104	B	3.0	14	268	1301	277	221	209	50A	671	162	357	338	370	349	92A	520	194	324	302	366	320	46A	14V						
					C	3.7	15	329	1385	283	218	225	83	752	216	409	380	435	397	71A	523	177	319	302	366	320	25A	27A						
TUE																																		
WED	11.30P	66			A	3.7	13	328	1351	291	223	209	45A	716	184	365	345	383	360	62A	530	163	300	282	344	315	44A	4V						
THU	12.00M	66			A	3.4	15	301	1302	264	207	198	48A	682	144	348	326	364	345	94A	520	185	309	285	351	299	40A	14V						
	1.03A	66			A	3.1	15	277	1217	297	240	216	55A	658	136	355	342	363	332	77A	440	140	244	237	306	262	57A	13V						
	11.30 - 12.00				A	2.3	14	201	1244	255	230	221A	46V	560	159A	329	314	330	318	137A	560	284	425	388	460	404	56V	18V						
	1.00 - 1.30				A	1.8	14	159	1237	251A	212A	212A	60V	566	212A	376A	366A	387A	366A	146A	545	328A	482	440	480	422	45V	39V						
	1.30 - 2.00				A	1.8	16	159	1240	246A	205A	205A	70V	533	192A	360A	332A	353A	353A	156A	540	291A	472	416	461	414	53V	73V						
	2.00 - 2.30																																	
CBS LATE NIGHT II																																		
MON	12.35A	52	CBS	5	A	1.8	13	161	1235	268	195A	178A	65A	645	194A	371	343	370	348	117A	496	212	349	324	391	319	31V	20V						
	166	81	FF	129	B	1.8	13	161	1235	268	195A	178A	65A	645	194A	371	343	370	348	117A	496	212	349	324	391	319	31V	20V						
	12.36A	47			C	2.3	14	207	1346	305	237	238	92A	718	233	432	401	450	408	85A	511	202	349	327	378	327	25V	32A						
TUE	1.06A	49																																
WED	2.09A	50																																
THU	2.02A	59																																
FRI	12.30 - 1.00				A	2.4	13	208	1233	272	200A	180A	68A	708	196A	379	345	373	346	83A	456	157A	291	270	323	270	19V	8V						
	1.00 - 1.30				A	2.2	14	192	1212	283	197	180A	56A	698	175A	369	354	384	355	86A	423	141A	255	229	306	261	39V	13V						
	1.30 - 2.00				A	2.2	15	195	1145	342	270A	255A	35V	640	161A	424	424	440	422	81V	394	159A	249A	244A	335	268A	23V	18V						
	2.00 - 2.30				A	1.3	10	115	1297	249A	186A	170A	80V	547	226A	366A	330A	358A	342A	169A	631	323A	524	490	549	453	39V	44V						
	2.30 - 3.00				A	1.3	11	111	1268	189A	130A	120A	85V	507	222A	322A	264A	290A	280A	216A	662	386A	558	517	573	431	33V	37V						
CONT'D																																		

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MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		TEEN MALE FEM																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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MAR. 21 27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	K E Y	HOUSEHOLD AUDIENCES			LOH WORKING										M E N			T E E N S			C H I L D R E N				
						AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	15-18+	15-49	15-24	18-34	18-49	25-34	25-49	35-49	55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 2-11	TOT. 6-11		
MONDAY-FRIDAY DAYTIME CONT'D																													
GUIDING LIGHT																													
MON-FRI	3.00P	60	CBS	5	A	6.2	22	546	122	187	155	130	915	228	410	318	353	369	469	256	136	21^	54^	45^	28^	55^	42^	41^	
	208	99	DD	129	B	6.2	22	546	122	187	155	130	915	228	410	318	353	369	469	256	136	21^	54^	45^	28^	55^	42^	41^	
	3.00 - 3.30				C	6.1	20	544	92	191	135	121	902	238	434	340	392	394	416	265	120	18^	44^	38^	35^	51^	44^	42^	
	3.30 - 4.00				A	6.0	22	533	121	178	149	124	919	222	407	316	351	372	477	261	139	22^	43^	40^	29^	51^	43^	37^	
					A	6.3	21	558	122	197	161	136	912	235	413	319	355	367	462	252	132	20^	65	50^	28^	59^	42^	44^	
HOME																													
MON-FRI	11.30A	30	ABC	5	A	2.6	11	227	130^	259	207	104^	772	298	492	397	450	376	227	267	73^	6v	23v	13v	38^	47^	57^	28v	
	177	87	IA	50	B	2.6	11	227	130^	259	207	104^	772	298	492	397	450	376	227	267	73^	6v	23v	13v	38^	47^	57^	28v	
					C	2.7	10	239	154	251	209	100^	805	306	529	443	490	383	229	253	69^	18v	26v	23v	44^	50^	69^	25v	
LOVING																													
MON-FRI	12.30P	30	ABC	5	A	4.0	15	356	139	236	218	111	831	367	564	466	508	335	224	215	45^	11v	26^	20v	62^	43^	60^	45^	
	177	88	DD	128	B	4.0	15	356	139	236	218	111	831	367	564	466	508	335	224	215	45^	11v	26^	20v	62^	43^	60^	45^	
					C	4.2	15	375	145	245	223	144	841	385	576	452	491	332	226	242	61^	19^	38^	31^	73	51^	83	41^	
NBC NEWS DIGEST-DAYTIME																													
M-F	2.57P	1	NBC	3	A	4.2	15	375	87^	162	137	117	802	227	433	347	405	406	311	204	63^	42^	59^	62^	43^	57^	49^	51^	
	192	95	N	77	B	4.2	15	375	87^	162	137	117	802	227	433	347	405	406	311	204	63^	42^	59^	62^	43^	57^	49^	51^	
					C	4.7	16	416	75	195	169	151	834	249	449	340	394	375	331	297	104	28^	79	57^	28^	43^	40^	31^	
NEW CARD SHARKS																													
MON-FRI	10.30A	30	CBS	5	A	2.9	13	259	78^	103^	80^	48^	702	171	291	245	293	308	364	410	249	24v	10v	14v	18v	63^	34^	47^	
					B	2.9	13	259	78^	103^	80^	48^	702	171	291	245	293	308	364	410	249	24v	10v	14v	18v	63^	34^	47^	
	162	80	QP	130	C	3.1	13	277	78^	140	101	61^	709	182	320	266	326	331	329	145	248	11v	21^	17v	12^	51^	45^	44^	
NEWSBREAK-11.57																													
MON-FRI	11.57A	2	CBS	5	A	5.1	21	452	83	140	114	63^	758	164	320	268	302	310	405	392	228	11v	21^	17v	12^	51^	45^	44^	
	174	81	N	129	B	5.1	21	452	83	140	114	63^	758	164	320	268	302	310	405	392	228	11v	21^	17v	12^	51^	45^	44^	
					C	5.4	21	474	63	173	128	72	751	179	320	257	307	309	381	418	214	18^	22^	16^	52^	59	67	44^	
NEWSBREAK-3.44																													
MON	3.46P	1	CBS	5	A	5.4	18	478	124	198	168	134	912	248	406	313	344	345	474	278	137	19^	67^	47^	37^	71	53^	56^	
	193	92	N	129	B	5.4	18	478	124	198	168	134	912	248	406	313	344	345	474	278	137	19^	67^	47^	37^	71	53^	56^	
					C	5.3	17	470	92	193	143	116	896	236	413	322	371	381	433	260	117	19^	46^	35^	35^	55	45^	46^	
TUE	3.45P	1																											
WED	3.42P	1																											
THU	3.40P	1																											
FRI	3.39P	1																											
ONE LIFE TO LIVE																													
MON-FRI	2.00P	60	ABC	5	A	7.0	25	624	153	224	192	142	879	372	577	463	524	377	241	226	70	16^	39^	35^	38^	42^	54	26^	
	218	99	DD	126	B	7.0	25	624	153	224	192	142	879	372	577	463	524	377	241	226	70	16^	39^	35^	38^	42^	54	26^	
					C	7.8	26	689	144	226	196	154	875	374	571	441	493	359	252	234	89	16^	44	32^	50	53	69	34^	
	2.00 - 2.30				A	7.0	25	620	155	225	192	137	873	372	575	462	522	373	238	231	73	13v	35^	30^	40^	42^	56	26^	
	2.30 - 3.00				A	7.1	26	633	151	221	191	145	878	369	575	460	521	377	242	218	67	18^	42^	39^	36^	42^	52^	26^	
PRICE IS RIGHT 1																													
MON-FRI	11.00A	30	CBS	5	A	4.7	21	418	63^	95	63^	65^	728	143	261	201	227	289	440	411	232	21^	13v	17v	47^	67^	51^	63^	
	209	97	AP	129	B	4.7	21	418	63^	95	63^	65^	728	143	261	201	227	289	440	411	232	21^	13v	17v	47^	67^	51^	63^	
					C	5.2	22	460	67	152	101	73	730	171	302	236	280	305	385	440	235	21^	20^	17^	69	68	80	57	
PRICE IS RIGHT 2																													
MON-FRI	11.30A	30	CBS	5	A	6.2	27	549	67	117	84	72	747	153	285	220	249	288	432	419	247	18^	14v	16^	43^	59^	51^	52^	
					B	6.2	27	549	67	117	84	72	747	153	285	220	249	288	432	419	247	18^	14v	16^	43^	59^	51^	52^	
CONT'D																													

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MAR. 21-27, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH		WORKING	WOMEN							MEN		TEENS			CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
									18-49		WOMEN	18-49	15-18	18-24	18-34	25-34	35-44	45-54	55+	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
									W/CH		18-49	15-18	18-24	18-34	25-34	35-44	45-54	55+	TOTAL	55+	12-17	12-17	15-17	2-6	2-6	6-11	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
MONDAY-FRIDAY DAYTIME CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																</

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PROGRAM NAME										HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN									
#STNS	CVG%	TYPE	T/C						(2+)	15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.
WEEKEND DAYTIME CHILDREN																												
ALF-SAT MORN	10.00A	30	NBC	1	A	6.4	21	567	1449	119	323	249	90^	196	258	98^	160	169	89^	673	357	316	248	425	234	191	199	226
SAT	10.00A	30	NBC	1	B	6.4	21	567	1449	119	323	249	90^	196	258	98^	160	169	89^	673	357	316	248	425	234	191	199	226
	203	99	CA	20	C	6.3	21	554	1498	136	367	308	88	235	222	107	116	142	81	673	344	329	270	404	218	186	200	203
ALL NEW POUND PUPPIES	8.30A	30	ABC	1	A	4.0	17	354	1448	51^	255	221	53^	154^	136^	21^	115^	117^	19^	903	471	432	313	591	295	295	312	278
SAT	8.30A	30	ABC	1	B	4.0	17	354	1448	51^	255	221	53^	154^	136^	21^	115^	117^	19^	903	471	432	313	591	295	295	312	278
	206	97	CA	9	C	3.3	15	290	1423	70^	261	217	43^	186	147	64^	83^	102	45^	830	427	403	315	514	275	239	273	241
ALVIN AND THE CHIPMUNKS	10.30A	30	NBC	1	A	6.7	23	594	1403	133	345	275	86^	177	270	103^	167	160	110	612	299	312	234	377	183	195	193	185
SAT	10.30A	30	NBC	1	B	6.7	23	594	1403	133	345	275	86^	177	270	103^	167	160	110	612	299	312	234	377	183	195	193	185
	197	98	CA	29	C	6.4	22	565	1522	155	370	314	87	221	230	91	139	142	88	702	328	373	300	401	192	209	204	198
ANIMAL CRACK-UPS	12.00N	30	ABC	1	A	3.5	12	310	1542	164^	413	289	120^	377	219	91^	127^	101^	117^	533	324	210	223	311	202^	108^	145^	166^
SAT	12.00N	30	ABC	1	B	3.5	12	310	1542	164^	413	289	120^	377	219	91^	127^	101^	117^	533	324	210	223	311	202^	108^	145^	166^
	175	83	CL	21	C	3.6	12	317	1548	141	455	343	111	374	209	86	123	129	80^	510	275	235	200	310	166	144	147	163
BUGS BUNNY & TWEETY SHOW	11.00A	30	ABC	1	A	5.3	17	470	1458	161	406	300	135^	341	191	84^	107^	101^	90^	521	314	207	241	280	197	83^	200	80^
SAT	11.00A	30	ABC	1	B	5.3	17	470	1458	161	406	300	135^	341	191	84^	107^	101^	90^	521	314	207	241	280	197	83^	200	80^
	196	93	CA	9	C	5.1	17	451	1502	145	402	315	119	319	212	116	96	119	93	570	332	238	255	315	178	137	192	122
DENNIS THE MENACE					A	3.0	10	266	1523	40^	263	165^	95^	274	216^	132^	85^	148^	68^	769	432	337	322	448	283	165^	200^	248
SAT	11.30A	30	CBS	1	B	3.0	10	266	1523	40^	263	165^	95^	274	216^	132^	85^	148^	68^	769	432	337	322	448	283	165^	200^	248
	156	73	CA	13	C	3.7	12	325	1584	129	369	270	92	267	225	110	115	131	94	724	414	309	337	387	238	149	190	197
FLINTSTONE KIDS	11.30A	30	ABC	1	A	4.2	14	372	1538	197	411	314	124^	320	223	87^	136^	102^	121^	585	320	265	302	282	175	107^	190	92^
SAT	11.30A	30	ABC	1	B	4.2	14	372	1538	197	411	314	124^	320	223	87^	136^	102^	121^	585	320	265	302	282	175	107^	190	92^
	189	90	CA	8	C	4.1	14	362	1549	146	433	337	106	305	201	87	113	120	81	611	320	290	274	336	163	173	193	143
FOOFUR	12.00N	30	NBC	1	A	4.0	14	354	1446	132^	339	244	115^	239	202	57^	144^	116^	86^	667	345	323	312	355	192	163^	226	129^
SAT	12.00N	30	NBC	1	B	4.0	14	354	1446	132^	339	244	115^	239	202	57^	144^	116^	86^	667	345	323	312	355	192	163^	226	129^
	155	82	CA	27	C	3.4	12	304	1497	157	399	325	106	250	245	103	142	143	102	603	306	297	275	328	162	166	170	158
FRAGGLE ROCK	11.00A	30	NBC	1	A	5.8	19	514	1517	130	353	273	84^	183	255	100^	155	144	111^	726	355	371	316	410	200	210	230	179
SAT	11.00A	30	NBC	1	B	5.8	19	514	1517	130	353	273	84^	183	255	100^	155	144	111^	726	355	371	316	410	200	210	230	179
	196	97	CA	1	C	5.8	19	514	1517	130	353	273	84^	183	255	100^	155	144	111^	726	355	371	316	410	200	210	230	179
GUMMI BEARS	8.00A	30	NBC	1	A	4.1	22	363	1251	78^	316	259	35^	188	117^	54^	64^	94^	23^	629	330	300	192	438	250	188	211	226
SAT	8.00A	30	NBC	1	B	4.1	22	363	1251	78^	316	259	35^	188	117^	54^	64^	94^	23^	629	330	300	192	438	250	188	211	226
	201	99	CA	1	C	4.1	22	363	1251	78^	316	259	35^	188	117^	54^	64^	94^	23^	629	330	300	192	438	250	188	211	226
HELLO KITTY	8.00A	30	CBS	1	A	2.3	11	204	1164	19^	230^	176^	9^	154^	75^	10^	65^	47^	28^	705	334	371	245^	460	200^	260^	274^	186^
SAT	8.00A	30	CBS	1	B	2.3	11	204	1164	19^	230^	176^	9^	154^	75^	10^	65^	47^	28^	705	334	371	245^	460	200^	260^	274^	186^
	179	83	CA	28	C	2.1	13	182	1302	54^	294	201	39^	235	88^	55^	33^	53^	35^	684	353	331	227	456	244	213	277	180
I'M TELLING	12.30P	30	NBC	1	A	2.7	9	239	1568	150^	438	327	143^	232^	233^	44^	190^	133^	100^	665	342	323	240^	426	208^	217^	226^	200^
SAT	12.30P	30	NBC	1	B	2.7	9	239	1568	150^	438	327	143^	232^	233^	44^	190^	133^	100^	665	342	323	240^	426	208^	217^	226^	200^
	134	72	CA	26	C	2.7	9	236	1511	143	424	316	105^	250	262	95^	167	169	93^	574	293	281	215	359	185	174	178	181
LITTLE CLOWNS-HAPPYTOWN					A	2.6	14	230	1231	47^	263^	222^	43^	223^	100^	28^	72^	75^	25^	646	358	288	246^	400	255^	145^	211^	189^
CONT'D																												

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DAY	TIME	DUR	NET	NO. OF	KEY	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN										
#STNS	CVG%	TYPE	T/C						(2+)	15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
WEEKEND DAYTIME CHILDREN CONT'D																													
LITTLE CLOWNS-HAPPYTOWN-CONT'D																													
SAT	8.00A	30	ABC	1	B	2.6	14	230	1231	47 ^v	263 ^A	222 ^A	43 ^v	223 ^A	100 ^A	28 ^v	72 ^A	75 ^A	25 ^v	646	358	288	246 ^A	400	255 ^A	145 ^A	211 ^A	189 ^A	
	200	96	CA	9	C	2.2	13	193	1322	58 ^A	295	236	51 ^A	228	106 ^A	59 ^A	46 ^A	58 ^A	47 ^A	694	370	324	234	460	253	207	226	234	
LITTLE WIZARDS																													
SAT	9.30A	30	ABC	1	A	3.9	14	346	1546	68 ^A	367	309	61 ^A	239	75 ^A	23 ^v	52 ^A	45 ^v	31 ^v	865	541	324	363	502	334	167 ^A	296	206	
	207	98	CA	9	C	3.9	14	348	1484	68 ^A	367	309	61 ^A	239	75 ^A	23 ^v	52 ^A	45 ^v	31 ^v	865	541	324	363	502	334	167 ^A	296	206	
MIGHTY MOUSE																													
SAT	10.30A	30	CBS	1	A	3.6	13	319	1466	82 ^A	329	258	90 ^A	229	177 ^A	81 ^A	96 ^A	117 ^A	60 ^A	731	360	371	405	326	153 ^A	173 ^A	195 ^A	131 ^A	
	178	82	CA	25	B	3.6	13	319	1466	82 ^A	329	258	90 ^A	229	177 ^A	81 ^A	96 ^A	117 ^A	60 ^A	731	360	371	405	326	153 ^A	173 ^A	195 ^A	131 ^A	
					C	4.3	15	379	1516	92	340	268	60 ^A	240	135	73	62 ^A	91	44 ^A	801	439	362	393	408	229	180	246	162	
MUPPET BABIES I																													
SAT	8.30A	30	CBS	1	A	4.1	18	363	1330	50 ^A	251	176	9 ^v	154 ^A	70 ^A	10 ^v	59 ^A	40 ^v	30 ^v	854	391	463	330	525	226	299	308	216	
	205	96	CA	28	B	4.1	18	363	1330	50 ^A	251	176	9 ^v	154 ^A	70 ^A	10 ^v	59 ^A	40 ^v	30 ^v	854	391	463	330	525	226	299	308	216	
					C	3.7	19	325	1386	51 ^A	258	188	30 ^A	177	97	57 ^A	40 ^A	70 ^A	27 ^A	855	461	394	303	553	310	243	331	222	
MUPPET BABIES II																													
SAT	9.00A	30	CBS	1	A	4.7	18	416	1333	78 ^A	286	217	29 ^v	177	80 ^A	9 ^v	70 ^A	49 ^A	31 ^v	790	365	425	360	430	182	248	285	146 ^A	
	206	96	CA	28	B	4.7	18	416	1333	78 ^A	286	217	29 ^v	177	80 ^A	9 ^v	70 ^A	49 ^A	31 ^v	790	365	425	360	430	182	248	285	146 ^A	
					C	4.6	20	411	1448	55 ^A	256	194	37 ^A	171	105	56 ^A	48 ^A	75	30 ^A	916	486	430	356	560	303	257	338	222	
MUPPET BABIES III																													
					A	5.4	19	478	1375	76 ^A	296	247	32 ^v	161	88 ^A	29 ^v	59 ^A	69 ^A	19 ^v	829	439	390	373	456	228	228	314	143	
SAT 9.30A 30 CBS 1 B 5.4 19 478 1375 76 ^A 296 247 32 ^v 161 88 ^A 29 ^v 59 ^A 69 ^A 19 ^v 829 439 390 373 456 228 228 314 143																													
	202	95	CA	28	C	5.1	19	447	1489	63	270	213	41 ^A	181	111	60	51 ^A	78	34 ^A	926	502	425	380	546	298	248	331	215	
MY PET MONSTER																													
SAT	9.00A	30	ABC	1	A	4.5	17	399	1432	48 ^A	275	224	52 ^A	141 ^A	123 ^A	38 ^v	85 ^A	87 ^A	35 ^v	894	498	396	315	579	321	258	314	265	
	209	98	CA	27	B	4.5	17	399	1432	48 ^A	275	224	52 ^A	141 ^A	123 ^A	38 ^v	85 ^A	87 ^A	35 ^v	894	498	396	315	579	321	258	314	265	
					C	3.5	15	310	1470	71 ^A	270	227	56 ^A	193	162	80 ^A	82	111	51 ^A	845	439	406	312	533	293	240	273	260	
NEW ARCHIES																													
SAT	11.30A	30	NBC	1	A	5.4	18	478	1409	138	339	257	96 ^A	192	249	96 ^A	153	154	95 ^A	629	309	320	251	378	184	194	199	179	
	177	90	CA	27	B	5.4	18	478	1409	138	339	257	96 ^A	192	249	96 ^A	153	154	95 ^A	629	309	320	251	378	184	194	199	179	
					C	4.5	15	402	1508	172	371	312	99	211	268	115	153	155	112	659	316	343	290	369	186	183	179	190	
PEE WEE'S PLAYHOUSE																													
SAT	10.00A	30	CBS	1	A	6.2	21	549	1356	84 ^A	310	250	37 ^A	202	119	34 ^A	85 ^A	77 ^A	42 ^A	725	354	371	371	355	153	202	266	88 ^A	
	210	99	CL	28	B	6.2	21	549	1356	84 ^A	310	250	37 ^A	202	119	34 ^A	85 ^A	77 ^A	42 ^A	725	354	371	371	355	153	202	266	88 ^A	
					C	6.2	22	548	1536	90	307	252	49	221	126	50	76	84	42 ^A	881	454	427	403	478	240	238	294	183	
POPEYE & SON																													
SAT	11.00A	30	CBS	1	A	3.5	12	310	1442	60 ^A	300	203 ^A	73 ^A	182 ^A	189 ^A	98 ^A	91 ^A	135 ^A	53 ^A	771	386	385	354	417	218	199 ^A	206	212	
	165	78	CA	25	B	3.5	12	310	1442	60 ^A	300	203 ^A	73 ^A	182 ^A	189 ^A	98 ^A	91 ^A	135 ^A	53 ^A	771	386	385	354	417	218	199 ^A	206	212	
					C	4.0	14	356	1547	109	342	262	80	236	192	96	96	119	73	778	439	338	351	426	248	178	228	199	
REAL GHOSTBUSTERS I																													
SAT	10.00A	30	ABC	1	A	5.0	17	443	1496	107 ^A	332	289	98 ^A	307	125 ^A	77 ^A	47 ^A	71 ^A	53 ^A	732	522	210	335	396	324	73 ^A	283	113 ^A	
	208	96	CA	7	B	5.0	17	443	1496	107 ^A	332	289	98 ^A	307	125 ^A	77 ^A	47 ^A	71 ^A	53 ^A	732	522	210	335	396	324	73 ^A	283	113 ^A	
					C	4.9	16	430	1521	98	316	262	100	251	208	120	88	132	77 ^A	745	470	276	305	441	294	147	251	190	
REAL GHOSTBUSTERS II																													
SAT	10.30A	30	ABC	1	A	5.9	20	523	1576	146	388	325	123	309	197	109 ^A	88 ^A	129	68 ^A	682	427	255	316	366	270	96 ^A	274	92 ^A	
	208	96	CA	7	B	5.9	20	523	1576	146	388	325	123	309	197	109 ^A	88 ^A	129	68 ^A	682	427	255	316	366	270	96 ^A	274	92 ^A	
					C	5.7	19	506	1549	122	341	285	124	278	237	135	101	147	90	693	444	249	293	400	265	135	223	177	
MURFS I																													
					A	4.9	21	434	1276	89 ^A	376	309	62 ^A	186	141 ^A	79 ^A	62 ^A	92 ^A	49 ^A	573	336	237	173	400	249	152	209	191	
CONT'D																													

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21 27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET #STNS	CVG% TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)		WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
											15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 5	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 12- 17	TOT. 18- 24																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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MAR. 21-27, 1988

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

58 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEEN S		CHD TOT.
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING WOM.	W O M E N				M E N													TOT.	MALE						
#STNS	CVG%	TYPE						(2+)	18+		18-	21+	25-	18-	18-	18-	21+	21-	21-	25-	25-	35-	35-	12-	12-	2-							
WEEKEND DAYTIME SPORTS CONT'D																																	
CBS NCAA BSKBL CHMP-SPC--CONT'D										A	9.2	26	815	1485	183	453	257	435	253	853	138	356	564	796	507	566	426	485	356	230	110	76^	70^
3.00 - 3.30										A	9.2	26	815	1450	177	439	227	425	233	836	123	345	559	785	508	569	436	497	351	216	106	77^	70^
3.30 - 4.00																																	
CBS NCAA BSKBL CHMP-SPC-2(S)										A	10.9	28	966	1485	177	472	236	461	246	868	104	314	538	817	488	570	434	516	398	248	94	71	51^
SUN 3.56P 126 CBS																																	
212 99 SE																																	
ARIZONA VS NORTH CAROLINA										A	8.9	25	789	1473	172	439	216	427	234	856	108	336	567	800	511	586	458	533	371	215	114	95	65^
3.30 - 4.00										A	9.7	26	859	1444	183	446	217	434	232	847	94	306	524	804	481	558	430	507	375	246	102	83	48^
4.00 - 4.30										A	10.5	27	930	1484	185	480	247	465	256	852	101	307	515	802	465	550	414	500	390	251	98	75	53^
4.30 - 5.00										A	11.6	29	1028	1534	169	485	250	475	257	893	110	330	555	836	497	582	445	530	402	254	97	67	58^
5.00 - 5.30										A	12.0	28	1063	1493	175	478	232	471	242	888	112	316	560	838	510	592	448	529	426	246	82	62	46^
5.30 - 6.00										A	9.8	23	868	1454	214	537	221	529	243	811	87	278	487	776	452	536	400	484	380	240	68^	50^	38^
6.00 - 6.30																																	
CBS SPORTS SATURDAY										A	5.3	17	470	1406	257	645	369	616	321	442	80^	175	263	417	238	248	183	193	162	169	109^	38^	209
SAT 12.00N 90 CBS										B	5.3	17	470	1406	257	645	369	616	321	442	80^	175	263	417	238	248	183	193	162	169	109^	38^	209
203 98 SA										C	4.5	13	395	1451	210	586	333	553	288	584	87^	219	356	555	328	357	269	299	251	198	101	50^	181
WORLD FIGURE SKATING CHAMPSHIPS										A	4.0	13	354	1412	228	591	338	567	297	398	61^	150^	229	366	197	206	168^	177^	131^	159^	114^	44^	309
12.00 - 12.30										A	5.1	17	452	1431	280	692	392	657	328	442	91^	172	253	416	227	233	162	168	160	183	103^	23^	195
12.30 - 1.00										A	6.9	23	611	1362	253	633	365	605	326	460	81^	189	286	441	267	280	205	218	179	161	110	45^	159
1.00 - 1.30																																	
CBS SPORTS SUNDAY										A	5.1	17	452	1398	228	633	344	590	285	543	83^	216	327	527	311	351	244	284	243	176	89^	52^	132^
SUN 12.00N 90 CBS										B	5.1	17	452	1398	228	633	344	590	285	543	83^	216	327	527	311	351	244	284	243	176	89^	52^	132^
209 99 SA										C	5.2	15	462	1408	214	535	300	510	265	620	91	249	384	597	360	419	293	351	278	178	133	81	119
WORLD FIGURE SKATING CHAMPSHIPS										A	3.6	13	319	1396	225	646	368	588	288	534	85^	220	312	527	305	354	227	277	242	173^	85^	55^	131^
12.00 - 12.30										A	5.1	17	452	1411	245	667	352	605	275	523	90^	238	325	509	311	354	235	278	208	155	94^	60^	127^
12.30 - 1.00										A	6.5	21	576	1410	219	610	329	588	295	572	78^	198	342	549	318	351	263	297	276	197	90^	44^	139
1.00 - 1.30																																	
PLAYERS CHAMPIONSHIP-SAT(S)										A	2.5	7	222	1377	198^	547	161^	545	177^	701	68^	151^	348	691	338	372	280^	315	319	318	68^	39^	61^
SAT 4.00P 120 NBC																																	
196 98 SE																																	
4.00 - 4.30										A	2.8	8	248	1416	238^	576	236^	571	234^	661	95^	213^	387	660	386	422	292	328	273	239^	103^	46^	76^
4.30 - 5.00										A	2.5	7	222	1404	214^	498	159^	498	170^	790	101^	205^	385	778	373	415	284^	326	328	362	65^	38^	51^
5.00 - 5.30										A	2.2	6	195	1259	153^	494	114^	494	144^	679	39^	95^	302^	661	283^	301^	263^	281^	307^	359	50^	38^	36^
5.30 - 6.00										A	2.6	7	230	1357	171^	588	116^	584	144^	650	30^	73^	296	638	285	324	266^	305	356	314	48^	31^	72^
PLAYERS CHAMPIONSHIP-SUN(S)										A	3.6	10	319	1482	142^	569	163^	567	166^	826	60^	197^	319	807	300	397	259	356	341	410	37^	25^	50^
SUN 2.00P 245 NBC																																	
199 99 SE																																	
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES			TOT. WORK. PERS ING WOM. (2+) 18+	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEENS			TOT 2- 11	
DAY	TIME	DUR #STNS	NET CVG% TYPE		NO. OF T/C	AVG. AUD. %	SH %		AVG. AUD. 0,000	W O M E N					M E N					TOT.	MALE	12- 17						
										18- 49	18- 21+	25- 54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54				25- 54	35- 64	55+			
WEEKEND DAYTIME SPORTS CONT'D																												
PLAYERS CHAMPIONSHIP-SUN-CONT'D																												
	2.00 - 2.30				A	2.9	9	257	1356	134	522	163	522	162	739	70	188	274	720	255	341	204	290	275	379	27	17	68
	2.30 - 3.00				A	3.2	9	284	1477	139	541	162	533	147	854	101	219	359	806	311	397	258	344	319	409	42	14	40
	3.00 - 3.30				A	3.3	9	292	1466	160	555	187	555	197	860	107	251	385	819	345	453	278	386	346	367	18	14	33
	3.30 - 4.00				A	3.5	10	310	1409	159	523	203	521	183	824	71	240	394	794	364	462	323	421	324	332	23	18	39
	4.00 - 4.30				A	3.6	10	319	1472	160	537	177	533	169	854	67	229	375	832	352	456	308	412	361	375	42	31	39
	4.30 - 5.00				A	3.5	9	310	1497	143	576	130	576	149	824	36	175	286	819	281	382	250	351	351	437	45	32	53
	5.00 - 5.30				A	4.0	10	354	1452	119	576	132	576	141	781	19	144	245	780	244	336	226	318	358	444	39	33	55
	5.30 - 6.00				A	4.8	11	425	1518	120	609	138	607	152	806	34	146	250	805	249	342	217	310	348	462	42	30	62
	6.00 - 6.30				A	5.8	13	514	1566	143	663	208	660	229	776	25	168	262	776	262	352	237	316	424	462	61	33	65
PRO BOWLERS TOUR																												
SAT	3.00P	90	ABC		A	4.3	12	381	1490	166	640	277	626	286	656	85	207	344	608	296	319	259	282	284	289	42	34	151
	202	95	SE	11	B	4.3	12	381	1490	166	640	277	626	286	656	85	207	344	608	296	319	259	282	284	289	42	34	151
	3.00 - 3.30				C	4.5	12	395	1477	160	648	244	637	251	641	36	140	299	623	281	339	263	321	312	284	47	34	151
	3.30 - 4.00				A	3.8	11	337	1470	153	621	251	597	252	601	59	183	308	574	281	292	248	260	266	282	57	33	131
	4.00 - 4.30				A	4.3	12	381	1468	165	624	279	613	295	669	98	211	371	605	308	332	273	298	301	273	36	26	140
					A	4.8	13	425	1525	176	671	296	660	305	688	94	223	348	637	297	328	255	286	283	309	39	35	127
SHEARSON INT'L TENNIS-SAT(S)																												
SAT	1.00P	120	ABC		A	1.5	5	133	1365	209	500	236	460	210	600	137	194	366	532	297	354	229	288	319	177	11	1	11
	154	74	SE																									
	1.00 - 1.30				A	1.6	5	142	1361	169	491	206	457	172	606	128	188	357	561	312	346	229	263	276	216	44	30	170
	1.30 - 2.00				A	1.5	5	133	1330	187	418	203	379	178	678	166	255	437	606	366	430	272	336	329	176	56	42	178
	2.00 - 2.30				A	1.3	4	115	1314	236	455	229	419	208	573	138	148	343	485	255	344	204	294	382	140	98	62	188
	2.30 - 3.00				A	1.8	6	159	1283	219	552	270	509	248	484	105	162	289	417	223	267	184	228	267	151	120	71	128
SHEARSON INT'L TENNIS-SUN(S)																												
SUN	1.30P	233	ABC		A	1.8	5	159	1431	275	622	334	559	305	635	101	217	376	574	315	344	275	304	312	230	114	54	59
	171	80	SE																									
	1.30 - 2.00				A	1.7	5	151	1435	217	668	332	577	235	593	83	202	328	537	272	297	245	270	253	240	104	87	70
	2.00 - 2.30				A	1.6	5	142	1424	264	666	390	605	323	545	90	188	335	502	291	312	245	266	270	190	153	72	59
	2.30 - 3.00				A	1.7	5	151	1678	305	691	452	614	365	752	180	335	533	655	436	473	353	390	340	182	171	87	64
	3.00 - 3.30				A	1.7	5	151	1503	271	576	313	515	266	703	131	251	442	611	350	379	312	340	370	232	134	62	89
	3.30 - 4.00				A	1.8	5	159	1502	334	635	366	570	349	635	61	155	326	593	285	317	265	297	336	277	203	94	29
	4.00 - 4.30				A	1.8	5	159	1339	310	605	307	550	325	620	78	171	367	575	322	346	289	313	355	229	83	29	31
	4.30 - 5.00				A	1.9	5	168	1304	250	538	268	495	285	653	81	251	399	605	350	380	318	347	314	225	42	18	70
	5.00 - 5.30				A	1.4	3	124	1307	303	655	269	655	362	542	59	148	274	519	251	278	214	241	271	242	34	5	76
	5.30 - 6.00				A	1.3	3	115	1463	243	774	173	749	258	606	111	155	246	566	205	219	134	148	242	347	<<	<<	74

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

62 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAR. 21-27, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				HIN. TOT. 101 12 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM.	W O M E N										M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
										TOTAL	18-34	18-49	25-21+	25-49	35-54	64	55+	TOTAL	18-34	18-49	21-21+	25-49	25-54	35-64	55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 21, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.2	60.8	61.8	62.8	63.6	65.2	65.3	66.0	66.5	63.4	65.3	64.3	62.1	60.1	58.3	56.3

ABC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MACGYVER (R)				ABC MONDAY NIGHT MOVIE GOD BLESS THE CHILD (PAE)											
10,370	11.7	11.3 *			12.2 *	17.7	15.8 *		17.5 *		18.6 *		18.7 *		
18	18	18 *			19	28	24 *		27 *		30 *		33 *		
11.4	11.1	12.0	12.4	15.3	16.3	17.3	17.8	18.7	18.5	18.8	18.6				

CBS TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KATE & ALLIE		DESIGNING WOMEN		NEWHART		EISENHOWER & LUTZ (PAE)		WISEGUY			
12,940	14.6	12,850	14.5	14,000	15.8	10,900	12.3	9,300	10.5	10.6 *	10.3 *
23	23	22	24	24	24	19	19	18	17 *	17 *	18 *
14.2	15.0	14.7	14.4	15.5	16.1	12.7	11.8	10.9	10.3	10.3	10.3

NBC TV

AVERAGE AUDIENCE
(HHds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ALF		VALERIE'S FAMILY		23RD COUNTRY MUSIC AWARDS							
17,370	19.6	16,480	18.6	14,090	15.9	16.3 *	16.8 *	15.8 *	14.9 *		
30	30	28	26	25	25	25 *	26 *	26 *	26 *		
18.9	20.4	18.2	19.0	16.1	16.4	16.8	16.8	16.0	15.2	14.5	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.2	15.0	11.5	11.3	11.2	11.3	9.7	8.7
26	24	18	17	17	17	16	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.8	2.9	2.7	3.1	3.2	2.6	2.4
7	6	5	4	5	5	4	4

FBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	3.2	3.6	4.1	3.3	2.8	2.5	2.2
4	5	6	6	5	4	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.3	6.0	5.5	6.7	7.2	6.8	6.4	5.6
9	10	9	10	11	10	10	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4	2.1	3.1	3.5	3.6	3.4	3.0	2.2
4	3	5	5	5	5	5	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-5

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.4	56.1	57.6	59.0	59.6	61.2	62.0	62.8	61.8	61.4	61.5	60.6	57.5	56.1	53.9	51.4

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GROWING PAINS (R)				HEAD OF THE CLASS		HEARTBEAT (PAE)									
16,830				16,130		13,020									
19.0				18.2		14.7	16.2 *		15.2 *			14.3 *		13.3 *	
31				29		25	26 *		25 *			25 *		25 *	
18.4	19.6			18.3	18.2	17.0	15.5	15.5	14.8	14.7		13.9	13.5	13.1	

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HIGH MOUNTAIN RANGERS SP.				JAKE AND THE FATMAN (PAE)				EQUALIZER			
7,350				10,720				11,700			
8.3	8.1 *		8.5 *	12.1	11.4 *			12.8 *	13.2	13.4 *	12.9 *
14	13 *		14 *	20	19 *			21 *	24	24 *	25 *
8.2	8.1	8.4	8.7	10.9	11.8	12.5	13.1	13.3	13.6	13.0	12.9

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

AARON'S WAY				HIGHWAY TO HEAVEN				A YEAR IN THE LIFE			
13,560				12,400				9,570			
15.3	14.3 *		16.3 *	14.0	13.9 *			14.1 *	10.8	11.0 *	10.6 *
25	24 *		26 *	23	23 *			23 *	20	19 *	20 *
13.7	14.9	16.0	16.6	13.9	14.0	14.3	14.0	11.1	11.0	10.8	10.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.6	14.4	11.1	10.8	11.1	11.3	10.7	8.9
SHARE AUDIENCE %	26	25	18	17	18	18	19	17

SUPERSTATIONS

AVERAGE AUDIENCE	3.9	3.6	2.6	2.7	3.1	3.1	2.7	2.1
SHARE AUDIENCE %	7	6	4	4	5	5	5	4

PBS

AVERAGE AUDIENCE	1.6	2.2	2.9	3.3	2.7	2.4	2.1	1.7
SHARE AUDIENCE %	3	4	5	5	4	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE	5.9	6.5	6.1	6.6	7.2	6.7	6.2	6.1
SHARE AUDIENCE %	11	11	10	11	12	11	11	12

PAY SERVICES

AVERAGE AUDIENCE	2.1	2.2	2.4	2.6	3.6	3.4	4.3	3.3
SHARE AUDIENCE %	4	4	4	4	6	6	8	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.0	57.0	57.9	60.2	60.9	62.4	62.5	63.3	62.1	62.6	60.8	59.6	55.7	54.3	53.0	51.3

← PROBE → HOTEL (R)(PAE) → BUCK JAMES (PAE) →

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

8,060				7,970				9,300								
9.1	8.7 *			9.6 *	9.0	8.2 *		9.9 *	10.5	10.3 *			10.7 *			
15	14 *			15 *	15	13 *		16 *	20	19 *			21 *			
8.9	8.5	9.3		9.8	8.0	8.4	9.5	10.3	10.1	10.5	10.6		10.8			

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← CBS NCAA BSKBL CHMP TH 1 (1)
VILLANOVA VS KENTUCKY, RHODE ISLAND VS DUKE
(MULTI SEGMENT)(PAE) →

9,300				8,680												
10.5	8.0 *			9.5 *	10.6 *	13.1 *	9.8	11.4 *		11.3 *						
18	14 *			16 *	18 *	22 *	21	20 *		21 *						
7.9	8.3	9.5		9.5	10.5	10.8	12.6	13.6	11.4	11.3	11.4		11.2			

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW A DIFFERENT WORLD CHEERS DAYS & NIGHTS MOLLY DODD → BRONX ZOO SPECIAL →

24,810		23,480		22,240		15,240		11,960								
28.0		26.5		25.1		17.2		13.5		13.6 *			13.3 *			
45		42		40		29		25		25 *			26 *			
26.4	29.6	26.4	26.6	24.9	25.2	18.3	16.1	13.9	13.3	13.4			13.2			

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.7	14.4	11.2	12.0	12.1	13.0	12.4	10.7
SHARE AUDIENCE %	26	24	18	19	19	22	23	21

SUPERSTATIONS

AVERAGE AUDIENCE	4.2	3.7	3.2	3.1	3.2	3.5	3.5	3.4
SHARE AUDIENCE %	8	6	5	5	5	6	6	7

PBS

AVERAGE AUDIENCE	1.7	2.1	2.9	2.6	3.0	3.1	2.3	2.1
SHARE AUDIENCE %	3	4	5	4	5	5	4	4

CABLE ORIG.

AVERAGE AUDIENCE	5.5	6.1	5.4	6.5	5.9	6.0	6.0	5.3
SHARE AUDIENCE %	10	10	9	10	9	10	11	10

PAY SERVICES

AVERAGE AUDIENCE	1.4	1.4	1.2	1.6	2.4	2.8	3.4	3.2
SHARE AUDIENCE %	3	2	2	3	4	5	6	6

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHMP TH 2, OKLAHOMA VS LOUISVILLE, TEMPLE VS RICHMOND, (PAE), CBS, (10:07-12:32), (S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	50.8	51.9	52.3	54.1	54.3	55.6	56.2	57.5	57.1	57.0	55.9	55.9	54.6	53.8	52.6	51.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

PERFECT STRANGERS	FULL HOUSE (R)	MR. BELVEDERE (R)	FAMILY MAN (PAE)	← 20/20 (PAE)
11,250	11,610	11,610	10,450	12,580
12 7	13.1	13.1	11.8	14.2
23	23	23	21	27
2.1 13.2	12.8 13.3	13.2 13.0	11 6 12.0	14.6 14.6 14.0
				14.6 * 13.8
				27 * 27

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS NCAA BSKBL CHMP FR 1
 MICHIGAN VS UNC KANSAS VS VANDERBILT
 (MULTI SEGMENT) (PAE)

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div style="border: 1px solid black; padding: 2px;">DISNEY'S TOTALLY MINNIE</div>			NIGHT COURT	BEVERLY HILL'S BUNTZ	<div style="text-align: center;">← MIAMI VICE → (A)</div>	
10,100			11,080	9,130	11,250	
11.4	11.3 *		11.5 * 12.5	10.3	12.7	12.2 *
20	21 *		20 * 22	18	24	23 *
11.2	11.3	11.5	11.5 12.1 12.8	10.4 10.2	11.7	12.6 13.0
						13.2 *
						25 *
						13.5

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	12.8	12.4	12.3	12.8	12.6	12.9	10.3	8.9
SHARE AUDIENCE %	25	23	22	22	22	23	19	17

SUPERSTATIONS

AVERAGE AUDIENCE	3.4	3.0	3.1	2.9	3.2	3.5	3.3	2.5
SHARE AUDIENCE %	7	6	6	5	6	6	6	5

PBS

AVERAGE AUDIENCE	1.7	2.3	2.7	2.5	1.7	1.7	1.6	1.4
SHARE AUDIENCE %	3	4	5	4	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	6.1	6.1	6.3	6.7	6.1	6.5	6.0	5.4
SHARE AUDIENCE %	12	11	11	12	11	12	11	10

PAY SERVICES

AVERAGE AUDIENCE SHARE AUDIENCE %	1.9 4	2.2 4	4.3 8	4.7 8	4.5 8	4.1 7	3.9 7	4.2 8
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U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHMP FR 2, PURDUE VS KANSAS STATE, ARIZONA VS IOWA, (PAE), CBS, (10:07-12:32), (S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.9	46.5	47.7	49.9	55.3	55.6	55.6	56.7	57.9	58.5	57.7	56.9	53.8	52.6	51.9	50.4	46.1	43.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← DOLLY (R) → ← OHARA (PAE) → ← SPENSER: FOR HIRE (PAE) →

7,800					7,090							8,680						
8.8	9.0	*			8.7	* 8.0	7.4	*				8.6	* 9.8	9.7	*		9.9	*
16	16	*			16	* 14	13	*				15	* 19	18	*		19	*
9.1	8.8		8.7		8.6	7.2	7.6		8.3		9.0	9.8	9.7	9.9		9.9		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← WORLD FIGURE SKATING CHPS (PAE) → ← TOUR OF DUTY →

11,430												8,590						
12.9	11.1	*			12.4	*	13.9	*				14.3	* 9.7	9.9	*		9.6	*
23	20	*			22	*	24	*				25	* 19	19	*		19	*
11.0	11.2		12.0		12.8	14.0	13.8	15.0			13.6	10.1	9.7	9.6		9.5		

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FACTS OF LIFE (R) 227 (R) GOLDEN GIRLS (R) AMEN (R) ← HUNTER →

11,610		13,020		17,100		14,090		12,490										
13.1		14.7		19.3		15.9		14.1	14.3	*							13.8	*
24		26		33		28		27	27	*							27	*
12.4	13.9	14.0	15.4	18.9	19.8	15.9	15.9	14.5	14.1		14.2						13.5	

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.9	13.9	11.4	10.3	9.1	9.2	8.7	7.9	8.1
28	28	21	18	16	16	16	15	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8	3.9	2.9	2.7	2.7	2.7	2.1	1.7	1.8
8	8	5	5	5	5	4	3	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	2.8	3.0	3.4	2.3	2.6	2.4	2.1	1.5
6	6	5	6	4	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5	7.0	6.3	5.7	5.9	6.2	7.0	6.2	5.0
14	14	11	10	10	11	13	12	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4	2.7	4.6	4.7	4.8	4.6	5.0	5.4	4.4
5	6	8	8	8	8	9	11	10

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.2	35.5	32.7	30.3	27.4	24.9	22.2	20.8	18.9	17.1	15.4	14.3	12.8	12.0

ABC TV

(1)

AVERAGE AUDIENCE	{	1,680
(Hhds (000) & %)		1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)		
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT → (PAE)
(11:30-12:50)(PAE)

AVERAGE AUDIENCE	{	7,090				
(Hhds (000) & %)		8.0	9.0 *		7.7 *	
SHARE AUDIENCE	%	25	24 *		24 *	
AVG. AUD. BY 1/4 HR	%	9.1	9.0	8.0	7.3	7.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	8.3	7.7	7.0	6.0	4.8	4.4	3.9
SHARE AUDIENCE %	22	24	27	28	27	30	31

SUPERSTATIONS

AVERAGE AUDIENCE	2.0	2.2	2.0	1.6	1.4	1.1	1.0
SHARE AUDIENCE %	5	7	8	7	8	7	8

PBS

AVERAGE AUDIENCE	1.4	0.9	0.6	0.5	0.3	0.2	0.1
SHARE AUDIENCE %	4	3	2	2	2	1	1

CABLE ORIG.

AVERAGE AUDIENCE	5.1	4.3	3.5	3.1	2.8	2.1	1.6
SHARE AUDIENCE %	14	14	13	14	16	14	13

PAY SERVICES

AVERAGE AUDIENCE	4.1	4.0	3.1	2.9	2.5	2.5	2.2
SHARE AUDIENCE %	11	13	12	13	14	17	18

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	53.1	56.4	58.3	60.6	62.4	64.1	65.1	66.4	66.5	65.6	65.1	64.8	63.2	61.4	60.0	58.2	49.8	41.4

ABC TV

DISNEY SUNDAY MOVIE																		SUPERCARRIER				ABC SUNDAY NIGHT MOVIE									
LITTLE SPIES, PT.2																						TOOTSIE									
(R)																						(9:00-11:17)(R)(PAE)									
AVERAGE AUDIENCE																		10,810													
{ 6,820																		7,890													
(Hhds (000) & %)																		12.2				11.3 *									
7.7																		12.2				12.4 *									
7.1 *																		11.3 *				12.5 *									
8.3																		9.5				11.9 *									
8.9																		14 *				13.4 *									
8.3 *																		14 *				20 *									
13 *																		17 *				20 *									
SHARE AUDIENCE																															
% 13																		20				27 *									
13 *																		19				12.2									
14																		11.0				13.4									
14																		11.6				13.3									
13 *																		12.3													
AVG. AUD. BY 1/4 HR																		12.5				12.9									
6.9																		12.1				11.7									
7.3																		11.7				12.2									
8.1																		12.5				13.4									
8.5																		12.9				13.3									
8.3																		12.1													
8.3																		11.7													
9.2																		12.5													
9.8																		12.9													
11.0																		12.1													
11.6																		11.7													
12.3																		12.2													
12.5																		13.4													
12.9																		13.3													
12.1																															
11.7																															
12.2																															
13.4																															
13.3																															

CBS TV

60 MINUTES										MURDER, SHE WROTE										CBS SUNDAY MOVIE TOO YOUNG THE HERO (PAE)										CBS SUNDAY NEWS									
AVERAGE AUDIENCE (Hhds (000) & %)	{	19,050				19,760				18,340							2,660																						
		21.5	20.5 *			22.5 *	22.3	21.7 *		22.9 *	20.7	19.5 *		20.3 *		21.7 *		21.4 *	3.0																				
SHARE AUDIENCE		37	37 *			38 *	35	34 *		35 *	33	30 *		32 *		36 *		37 *	6																				
AVG. AUD. BY 1/4 HR	%	19.6	21.5	22.4		22.6	21.3	22.2	23.0	22.9	19.1	19.8	19.9	20.6	21.5	21.8	22.0	20.8	3.0																				

NBC TV

NBC SUNDAY NIGHT MOVIE																	
GORE VIDAL'S LINCOLN, PART 1																	
GORE VIDAL'S LINCOLN, PART 2																	
OUR HOUSE (R)																	
FAMILY TIES (R)																	
DAY BY DAY																	
THE 25TH ANNUAL PEOPLE'S CHOICE AWARDS (R)																	
THE 25TH ANNUAL PEOPLE'S CHOICE AWARDS (R)																	
THE 25TH ANNUAL PEOPLE'S CHOICE AWARDS (R)																	
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INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.2	13.5	10.2	12.3	11.3	10.1	8.0	6.3	5.1
SHARE AUDIENCE %	24	23	16	19	17	16	13	11	11

SUPERSTATIONS

AVERAGE AUDIENCE	2.9	2.9	3.2	3.1	3.2	3.5	2.6	2.0	1.4
SHARE AUDIENCE %	5	5	5	5	5	5	4	3	3

PBS

AVERAGE AUDIENCE	2.0	2.4	4.1	4.9	2.9	2.6	2.1	1.6	1.1
SHARE AUDIENCE %	4	4	6	7	4	4	3	3	2

CABLE ORIG.

AVERAGE AUDIENCE	5.6	6.0	6.1	5.4	5.1	4.6	4.0	3.8	3.3
SHARE AUDIENCE %	10	10	10	8	8	7	6	6	7

PAY SERVICES

AVERAGE AUDIENCE	2.0	1.9	2.4	2.5	3.6	3.9	4.4	4.0	2.5
SHARE AUDIENCE %	4	3	4	4	5	6	7	7	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.6	30.2	25.2	22.8	20.1	18.4	15.9	14.4	12.5	11.1	9.5	8.6	7.9	7.3				

ABC TV

(1)

AVERAGE AUDIENCE	{	1,510
(Hhids (000) & %)	%	1.7
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	1.7

CBS TV

AVERAGE AUDIENCE	{	
(Hhids (000) & %)	%	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2) (PAE)

AVERAGE AUDIENCE	{	2,220
(Hhids (000) & %)	%	2.5
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.4	4.7	3.7	3.2	2.4	1.8	1.8
SHARE AUDIENCE %	17	20	19	21	20	20	24

SUPERSTATIONS

AVERAGE AUDIENCE	1.3	1.3	1.0	0.9	0.7 ^	0.6 ^	0.5 ^
SHARE AUDIENCE %	4	5	5	6	6 ^	7 ^	7 ^

PBS

AVERAGE AUDIENCE	1.4	0.8	0.6 ^	0.2 ^	0.1 v	<<	<<
SHARE AUDIENCE %	4	3	3 ^	1 ^	1 v	<<	<<

CABLE ORIG.

AVERAGE AUDIENCE	3.1	2.8	2.2	1.6	1.2	0.9	1.0
SHARE AUDIENCE %	10	12	11	11	10	10	13

PAY SERVICES

AVERAGE AUDIENCE	2.9	2.5	2.7	2.4	2.3	2.1	1.8
SHARE AUDIENCE %	9	10	14	16	19	23	24

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN, ABC (12:00-12:15)
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.7	10.5	13.2	16.1	19.3	21.2	22.1	22.4	22.6	23.0	22.7	22.4	22.5	22.9	22.8	22.9	21.7	21.9

ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) {PARTICIPATING}	GOOD MORNING, AMERICA-830 (CO-OP) {PARTICIPATING}
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,200	1,980		3,770	3,860
SHARE AUDIENCE	%	1.4	2.2		4.3	4.4
AVG. AUD. BY 1/4 HR	%	13	14		19	19
	%	1.4	2.2		4.3	4.4

CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	BLACKOUT
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,200		2,040		1,900	1,840
SHARE AUDIENCE	%	1.4		2.3		2.1	2.1
AVG. AUD. BY 1/4 HR	%	12		10		9	10
	%	1.2	1.5	2.4	2.3	2.1	2.2

NBC TV

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) {PARTICIPATING}	TODAY SHOW-8:30AM (CO-OP) {PARTICIPATING}	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,980	4,340	3,970	2,960
SHARE AUDIENCE	%	2.2	4.9	4.5	3.3
AVG. AUD. BY 1/4 HR	%	20	22	20	15
	%	1.9	2.6	5.0	4.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.9	3.9	6.3	7.5	7.0	6.4	5.1	4.9	5.1
SHARE AUDIENCE %	20	26	31	34	31	28	22	22	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.6	1.2	1.9	2.1	2.1	2.1	1.7	1.7	1.7
SHARE AUDIENCE %	6	8	9	9	9	9	8	8	8

PBS

AVERAGE AUDIENCE	0.1	0.2	0.5	0.9	1.3	1.5	1.5	1.4	1.1
SHARE AUDIENCE %	1	1	3	4	6	6	7	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.2	1.6	2.1	2.0	2.3	2.5	2.4	2.4	2.4
SHARE AUDIENCE %	1	11	10	9	10	11	11	11	11

PAY SERVICES

AVERAGE AUDIENCE	0.7	0.8	0.9	1.0	1.0	0.9	0.9	0.8	0.8
SHARE AUDIENCE %	1	5	5	4	5	4	4	3	4

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN 6:15A, ABC, (6:15-6:30)
 (2) ABC WORLD NEWS-MORN 6:45A, ABC, (6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.9	22.0	22.2	22.6	22.9	23.7	24.9	25.6	26.0	26.8	27.9	28.7	28.3	28.4	27.5	27.8	27.8	28.0

ABC TV

		WHO'S THE BOSS? M-F	HOME	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,520	2,270	2,230	3,560	6,340	6,240
SHARE AUDIENCE	%	2.8	2.6	2.5	4.0	7.2	7.0
AVG. AUD. BY 1/4 HR	%	13	11	10	15	25	25
	%	2.7	3.0	2.6	2.6	3.8	4.2

CBS TV

		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	YOUNG AND THE RESTLESS	BOLD AND THE BEAUTIFUL	AS THE WORLD TURNS
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,590	4,180	5,490	7,090	4,870	5,850
SHARE AUDIENCE	%	2.9	4.7	6.2	8.0	5.5	6.5
AVG. AUD. BY 1/4 HR	%	13	21	27	30	19	24
	%	2.8	3.0	4.5	4.9	5.9	6.5

NBC TV

		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,300	4,890	3,920	2,910	3,400	5,780	4,180
SHARE AUDIENCE	%	3.7	5.5	4.4	3.3	3.8	6.5	4.7
AVG. AUD. BY 1/4 HR	%	17	24	19	13	15	23	17
	%	3.7	3.7	5.4	5.6	4.4	4.5	3.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.0	4.5	4.7	5.0	5.5	5.0	5.4	5.6	5.8
SHARE AUDIENCE %	23	20	20	20	21	18	19	20	21

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	1.5	1.5	1.7	1.8	1.5	1.6	1.6	1.7
SHARE AUDIENCE %	8	7	7	7	7	5	6	6	6

PBS*

AVERAGE AUDIENCE	1.0	0.7	0.7	0.8	0.8	0.8	0.7	0.6	0.5
SHARE AUDIENCE %	4	3	3	3	3	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	2.4	2.5	2.3	2.6	2.4	2.4	2.7	3.1	3.1
SHARE AUDIENCE %	11	11	10	10	9	9	10	11	11

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.7
SHARE AUDIENCE %	3	3	4	3	3	3	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.21-25, 1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.2	28.2	29.2	30.2	30.7	32.5	34.0	36.0	37.2	39.5	41.1	43.0	48.1	50.1	51.4	53.5

ABC TV

← GENERAL HOSPITAL →

ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 6,700
7.6 7.5 * 7.6 *
% 27 27 * 26 *
% 7.4 7.5 7.6 7.6

9,210
10.4
20
10.2 10.7

CBS TV

← GUIDING LIGHT
(PAE) →

CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 5,460
6.2 6.0 * 6.3 *
% 22 22 * 21 *
% 6.0 6.1 6.4 6.3

9,290
10.5
21
10.4 10.5

NBC TV

← SANTA BARBARA →

NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 3,920
4.4 4.3 * 4.5 *
% 16 16 * 16 *
% 4.3 4.3 4.4 4.6

8,360
9.4
19
9.2 9.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.1	7.2	8.0	9.2	10.5	11.5	13.2	14.8
SHARE AUDIENCE %	22	24	25	26	27	27	27	28

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	2.0	2.2	2.6	2.9	3.1	2.8	3.2
SHARE AUDIENCE %	6	7	7	7	8	7	6	6

PBS

AVERAGE AUDIENCE	0.5	0.7	1.0	1.3	1.3	1.2	1.2	1.3
SHARE AUDIENCE %	2	2	3	4	3	3	2	2

CABLE ORIG.

AVERAGE AUDIENCE	3.2	3.5	3.7	4.0	4.2	4.4	4.8	5.5
SHARE AUDIENCE %	12	12	12	11	11	11	10	11

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.8	0.8	0.8	0.9	1.1	1.4	1.7
SHARE AUDIENCE %	3	3	2	2	2	3	3	3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	8.5	10.3	12.0	13.7	17.1	19.7	22.0	24.0	25.7	27.5	27.5	28.8	29.5	30.2	29.5	29.7	30.4	30.9

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUPPIES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS II	BUGS BUNNY & TWEETY SHOW
2,300	3,540	3,990	3,460	4,430	5,230	4,700
2.6	4.0	4.5	3.9	5.0	5.9	5.3
14	17	17	14	17	20	17
2.3	3.0	3.8	4.2	4.6	5.4	5.0
		4.2	4.8		6.0	5.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES I	MUPPET BABIES II	MUPPET BABIES III	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
2,040	3,630	4,160	4,780	5,490	3,190	3,100
2.3	4.1	4.7	5.4	6.2	3.6	3.5
11	18	18	19	21	13	12
2.0	2.6	4.0	4.7	6.0	3.7	3.5
		4.7	5.1	6.3	3.4	3.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,630	4,340	5,230	5,760	5,670	5,940	5,140
4.1	4.9	5.9	6.5	6.4	6.7	5.8
22	21	22	23	21	23	19
3.6	4.6	5.3	6.3	6.5	6.4	5.9
		6.0	6.7		6.8	5.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	2.6	3.5	4.1	4.5	4.8	5.6	5.6	6.2	7.0
SHARE AUDIENCE %	28	27	22	20	18	20	19	21	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.8	1.2	1.6	1.9	1.7	1.9	1.3	1.6	2.3
SHARE AUDIENCE %	9	9	9	8	6	7	4	5	8

PBL

AVERAGE AUDIENCE	0.1	0.3	0.6	0.9	1.3	1.2	1.0	1.3	1.2
SHARE AUDIENCE %	1	2	3	4	5	4	3	4	4

CABLE ORIG.

AVERAGE AUDIENCE	1.9	1.8	2.8	2.7	3.5	3.8	4.6	4.7	4.9
SHARE AUDIENCE %	20	14	15	12	13	13	15	16	16

PAY SERVICES

AVERAGE AUDIENCE	1.2	1.5	1.8	2.2	2.6	2.6	2.4	2.1	2.3
SHARE AUDIENCE %	13	12	10	10	10	9	8	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 26, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.5	29.6	29.0	29.7	30.0	30.3	30.5	30.6	29.8	29.7	29.7	29.9	31.2	32.5	33.4	34.1	34.4	33.9

ABC TV

FLINISTONE KIDS ANIMAL CRACK UPS HEALTH SHOW ← SHEARSON INT'L TENNIS-SAT → PRO BOWLERS TOUR (3:00-4:30)

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,720	3,100	1,510	1,330										3,810			
SHARE AUDIENCE %	%	4.2	3.5	1.7	1.5	1.6 *	1.5 *	1.3 *	1.8 *	4.3	3.8 *	4.3 *						
AVG. AUD. BY 1/4 HR	%	4.4	4.0	3.4	3.7	1.8	1.6	1.6	1.5	1.6	1.4	1.2	1.3	1.6	1.9	3.7	3.9	4.0

CBS TV

DENNIS THE MENACE ← CBS SPORTS SATURDAY WORLD FIGURE SKATING CHAMPSHIPS (1) → CBS NCAA BSKBL CHAMP-SA-1 (1:50-3:57)(PAE) → (2)

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,660	4,700					5,400	7,180									8,420
SHARE AUDIENCE %	%	3.0	5.3	4.0 *	5.1 *	6.9 *	6.1 *	8.1 *	7.6 *	8.2 *	8.3 *	8.3 *	8.4 *	8.9 *	9.5 *			
AVG. AUD. BY 1/4 HR	%	3.0	3.0	3.9	4.1	5.0	5.2	6.7	7.1	6.1	6.6	7.5	7.8	8.2	8.2	8.3	8.4	8.9

NBC TV

NEW ARCHIES FOOTUR (PAE) I'M TELLING

AVERAGE AUDIENCE (Hhds (000) & %)	{	4,780	3,540	2,390														
SHARE AUDIENCE %	%	5.4	4.0	2.7														
AVG. AUD. BY 1/4 HR	%	5.4	5.4	3.9	4.1	2.7	2.6											

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.4	8.0	9.1	8.3	8.1	7.5	7.9	8.4	8.5
SHARE AUDIENCE %	25	27	30	27	27	25	25	25	25

SUPERSTATIONS

AVERAGE AUDIENCE	2.5	2.4	2.7	2.6	2.0	1.9	1.8	1.7	1.9
SHARE AUDIENCE %	8	8	9	8	7	6	6	5	6

PBS

AVERAGE AUDIENCE	1.3	1.3	1.7	1.9	1.9	1.6	1.9	1.8	2.0
SHARE AUDIENCE %	4	4	6	6	6	5	6	5	6

CABLE ORIG.

AVERAGE AUDIENCE	4.3	4.4	5.4	5.7	6.3	6.0	6.2	6.5	6.4
SHARE AUDIENCE %	15	15	18	19	21	20	19	19	19

PAY SERVICES

AVERAGE AUDIENCE	2.7	2.6	2.6	2.1	2.0	1.9	2.1	2.3	2.2
SHARE AUDIENCE %	9	9	9	7	7	6	7	7	6

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHAMP PRE (PAE), CBS (1:30-1:50) (S)

(2) CBS NCAA BSKBL CHAMP-SA-2, VILLANOVA VS OKLAHOMA, (PAE), CBS, (3:57-6:00)

For explanation of symbols, See page B

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	34.1	34.4	35.2	35.4	36.3	37.5	38.7	39.3	39.9	40.4	41.0	42.9						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PRO BOWLERS
TOUR
(3:00-4:30)

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS
TONIGHT-SAT

		4,520											5,580	
	4.8	* 5.1		4.4	*		4.8	*		6.2	*		6.3	
	13	* 13		12	*		13	*		15	*		14	
	4.9	4.8	4.6	4.2	4.5	5.1	5.6	6.9		6.2	6.4			

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NCAA BSKBL CHAMP-SA-2
VILLANOVA VS OKLAHOMA
(3:57-6:00)(PAE)

CBS SAT. NEWS-
SCHTEFFER

													5,670	
	8.6	*		9.1	*		10.3	*		10.0	*		6.4	
	25	*		26	*		28	*		26	*		15	
	8.4	8.9	9.2	8.9	10.0	10.7	11.0	9.0		6.3	6.5			

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← PLAYERS CHAMPIONSHIP-SAT →

NBC NIGHTLY
NEWS-SAT.

	2,220												6,200	
	2.5		2.8	*		2.5	*		2.2	*		2.6	*	
	7		8	*		7	*		6	*		7	*	
	2.1	2.5	2.4		2.6	2.2	2.1	2.0	3.2			6.8	7.2	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.0		10.6		10.9		11.2		11.3		12.8
26		30		30		29		28		30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.6		2.5		2.6		3.3		3.8
6		7		7		7		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3		2.1		1.8		2.2		2.4		2.3
7		6		5		6		6		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9		6.0		6.4		6.7		6.1		5.9
17		17		17		17		15		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.2		2.5		2.3		2.5		2.4
6		6		7		6		6		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.6	8.9	10.2	11.7	14.9	16.9	18.7	20.6	21.9	23.3	24.9	26.1	26.4	26.7	27.5	28.3	28.8	29.6

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,100																		
3.5	2.9	*					3.8	*					3.9	*	2.4			
14	13	*					15	*					15	*	8			
2.6	3.2						3.7						3.8		2.5		2.2	

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,860																		
2.1	1.6	*				2.3	*			2.3	*	2.0						
10	10	*				11	*			10	*	8						
1.6	1.6		2.2			2.4		2.4		2.3		2.0		2.1				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	2.3		3.2		5.5		6.8		7.7		8.8		9.0		9.8		11.2
SHARE AUDIENCE %	28		29		35		35		34		35		34		35		38

SUPERSTATIONS

AVERAGE AUDIENCE	0.6	^	1.0		2.1		2.7		2.9		3.3		3.4		3.6		4.0
SHARE AUDIENCE %	7	^	9		13		14		13		13		13		13		14

PBS

AVERAGE AUDIENCE	0.3	^	0.5	^	0.8		1.3		1.9		1.8		1.8		1.5		1.2
SHARE AUDIENCE %	4	^	5	^	5		7		8		7		7		5		4

CABLE ORIG.

AVERAGE AUDIENCE	2.1		3.0		3.5		4.1		4.7		4.9		5.7		6.1		6.2
SHARE AUDIENCE %	25		27		22		21		21		19		21		22		21

PAY SERVICES

AVERAGE AUDIENCE	0.9		1.1		1.6		1.8		1.9		2.1		2.4		2.7		2.9
SHARE AUDIENCE %	11		10		10		9		8		8		9		10		10
U.S. TV HOUSEHOLDS:	88,600,000																

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.4	28.9	28.9	30.0	30.5	31.2	31.2	32.3	33.2	33.8	33.9	34.3	34.4	34.8	34.6	35.7	35.9	35.8

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

SHEARSON INT'L TENNIS-SUN
(MULTI SEGMENT)(PAE)

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,480				890				1,590									
%	2.8	2.5 *		3.0 *	1.0				1.8	1.7 *		1.6 *		1.7 *		1.7 *		1.8 *
%	10	9 *		10 *	3				5	5 *		5 *		5 *		5 *		5 *
%	2.4	2.7	2.8	3.3	1.0	1.0			1.8	1.6	1.6	1.5	1.8	1.5	1.7	1.7	1.7	1.8

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{			4,520						6,380	7,710								9,860
%			5.1	3.6 *		5.1 *		6.5 *	7.2	8.7		8.4 *		8.3 *		9.2 *		10.9
%			17	13 *		17 *		21 *	22	25		25 *		24 *		26 *		28
%			3.2	3.9	5.0	5.3	6.1	6.9	7.0	8.4	8.5	8.3	8.3	8.3	9.0	9.3	9.4	8.9

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{											3,190							
%											3.6	2.9 *		3.2 *		3.3 *		3.5 *
%											10	9 *		9 *		9 *		10 *
%											3.0	2.9	3.0	3.4	3.3	3.4	3.4	3.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.2		11.7		12.2		10.3		10.6		11.2		11.5		10.5		10.8
42		40		40		32		32		33		33		30		30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0		4.7		4.6		3.3		3.0		3.9		3.2		3.2		2.9
17		16		15		10		9		10		9		9		8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.1		1.6		1.3		1.1		0.9		0.9		1.3		1.7
4		4		5		4		3		3		3		4		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0		6.3		5.5		6.1		6.2		5.9		6.0		6.5		6.6
21		21		18		19		19		17		17		18		18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.7		2.9		3.3		3.5		3.4		3.3		3.2		3.2
9		9		9		10		10		10		10		9		9

U.S. TV HOUSEHOLDS: 88,600,000

(1) CBS NCAA BSKBL CHMP PRE-(PAE), CBS, (1:30-1:50), (S)

(2) CBS NCAA BSKBL CHMP-SPC-2, ARIZONA VS NORTH CAROLINA, (PAE), CBS, (3:56-8:02), (S)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	36.8	37.6	37.7	38.6	39.5	40.6	41.6	42.9	43.8	44.7	45.6	46.7						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

SHEARSON INT'L TENNIS-SUN
(MULTI SEGMENT)(PAE)

ABC WRD NEWS
TONIGHT-SUN

		1.8 *		1.9 *		1.4 *					4,780	
		5 *		5 *		3 *					5.4	
											11	
	1.7	1.9	1.8	2.0	1.4	1.3	1.3				5.3	5.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS NCAA BSKBL CHMP-SPC-2
ARIZONA VS NORTH CAROLINA
(3:56-6:02)(PAE)

CBS EVENING
NEWS-SUNDAY
(PAE)

		9.7 *		10.5 *		11.6 *		12.0 *	6,910			
		26 *		27 *		29 *		28 *	7.8			
									17			
	9.3	10.2	10.6	10.3	11.2	12.1	12.3	11.7	7.4	8.1		

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PLAYERS CHAMPIONSHIP-SUN
(2:00-6:05)

NBC NIGHTLY
NEWS-SUN

		3.6 *		3.5 *		4.0 *		4.8 *			5,850	
		10 *		9 *		10 *		11 *			6.6	
											14	
	3.7	3.5	3.3	3.7	4.0	3.9	4.3	5.2	5.8		6.5	6.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.0		12.6		12.8		14.1		14.5		14.6
32		33		32		33		33		32

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		4.0		4.3		5.0		5.3		3.9
10		10		11		12		12		0

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.4		2.0		1.9		1.6		1.8
5		4		5		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.5		6.5		6.2		5.9		6.4		6.4
17		17		15		14		14		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9		3.1		3.0		2.5		2.5		2.9
8		8		7		6		6		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, MARCH 26, 1988

PROGRAM NAME	START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD:					
				UNDER 18 AA% (0,000)		UNDER 12 AA% (0,000)		UNDER 6 AA% (0,000)	
ALF-SAT MORN	10.00AM	30	NBC	13.8	465	14.5	362	14.5	230
ALL NEW POUND PUPPIES	8.30AM	30	ABC	8.7	293	10.8	269	11.0	175
ALVIN AND THE CHIPMUNKS	10.30AM	30	NBC	14.2	480	15.0	375	14.7	234
ANIMAL CRACK-UPS	12.00NN	30	ABC	6.0	203	6.2	155	5.3	84
BUGS BUNNY & TWEETY SHOW	11.00AM	30	ABC	9.5	322	9.5	238	9.4	150
DENNIS THE MENACE	11.30AM	30	CBS	5.9	200	7.2	179	8.2	131
FLINTSTONE KIDS	11.30AM	30	ABC	7.8	265	8.2	205	7.6	121
FOOFUR	12.00NN	30	NBC	8.0	269	8.5	212	9.1	145
FRAGGLE ROCK	11.00AM	30	NBC	12.0	404	13.2	330	12.9	206
GUMMI BEARS	8.00AM	30	NBC	8.8	299	10.6	263	10.5	167
HELLO KITTY	8.00AM	30	CBS	4.7	157	5.9	148	6.1	97
I'M TELLING	12.30PM	30	NBC	5.4	182	5.7	141	5.3	84
LITTLE CLOWNS-HAPPYTOWN	8.00AM	30	ABC	5.2	175	6.1	153	6.5	103
LITTLE WIZARDS	9.30AM	30	ABC	8.0	272	9.6	239	9.7	154
MIGHTY MOUSE	10.30AM	30	CBS	7.1	240	8.4	208	9.7	154
MUPPET BABIES I	8.30AM	30	CBS	8.5	287	10.8	269	11.6	184
MUPPET BABIES II	9.00AM	30	CBS	9.6	326	12.2	303	13.3	211
MUPPET BABIES III	9.30AM	30	CBS	11.1	377	14.1	351	14.5	230
MY PET MONSTER	9.00AM	30	ABC	9.5	322	11.8	293	11.5	183
NEW ARCHIES	11.30AM	30	NBC	10.8	364	11.4	283	12.0	191
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	12.4	418	15.4	385	17.4	277

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

FOR CHILDRENS PROGRAMS

SATURDAY, MARCH 26, 1988

PROGRAM NAME	START TIME	DURATION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)	UNDER 12 AA% (0,000)	UNDER 6 AA% (0,000)		
POPEYE & SON	11.00AM	30	CBS	7.0	238	8.6	216	9.3 148
REAL GHOSTBUSTERS I	10.00AM	30	ABC	10.0	338	11.4	284	11.3 180
REAL GHOSTBUSTERS II	10.30AM	30	ABC	11.7	396	12.8	319	12.6 201
SMURFS I	8.30AM	30	NBC	10.2	344	12.1	302	12.0 192
SMURFS II	9.00AM	30	NBC	12.0	407	13.9	346	14.3 227
SMURFS III	9.30AM	30	NBC	13.5	457	15.2	380	15.5 246

UE:33810

UE:24940

UE:15920

INTAB:963

INTAB:737

INTAB:458

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS